

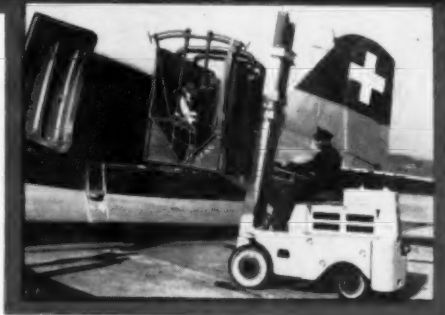
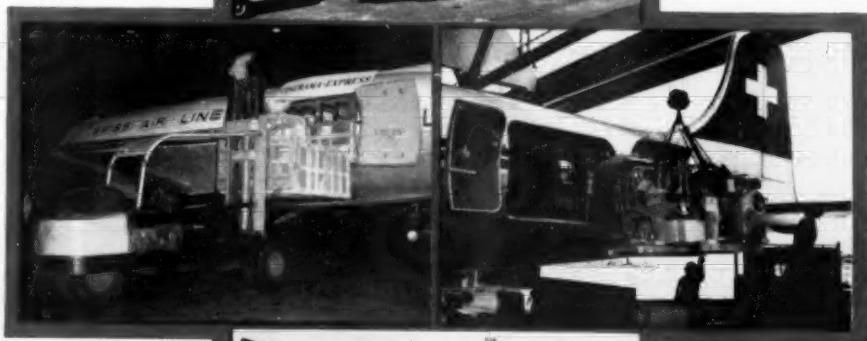
THE WORLD'S FIRST AND ONLY AIR CARGO MAGAZINE — NOW IN ITS 14th YEAR

AIR TRANSPORTATION

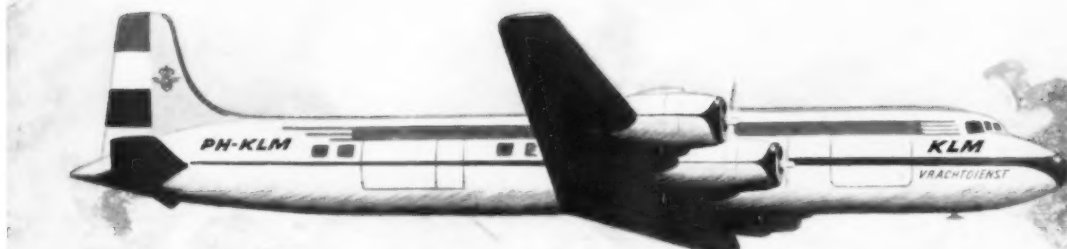
THE AIR MAGAZINE FOR THE BUSINESS EXECUTIVE

SEPTEMBER, 1956

Vol. 29, No. 3



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PAGE 4—AIR TRANSPORTATION—*Air Commerce*

AIR TRANSPORTATION

The World's First and Only Air Cargo
Magazine . . . Established
October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in **AIR TRANSPORTATION'S** wide coverage are: air shipping, cargoplane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

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Vol. 29, No. 3

September, 1956

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Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 9,673 copies. Gross circulation is more than 10,250 copies. This issue will be received by a minimum of

8,608 shipping and business executives including:	336 airline executives and other personnel
5,520 traffic managers	128 military establishments and personnel
971 presidents; partners; proprietors	73 trade organizations
63 vice presidents	247 Federal, state and city government departments
58 secretaries; treasurers; comptrollers	86 educational institutions and students
540 freight forwarders	66 business and public libraries
338 export-import managers; export-import merchants	42 foreign governments
247 purchasing agents	45 aircraft and aircraft equipment manufacturers
794 aviation department heads of industrial firms	42 miscellaneous
75 general and sales managers	

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue to 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 43,045 persons. The latter figure does not include readers not classified under "net circulation."

DOMESTIC
AIR CARGO



INTERNATIONAL
AIR CARGO

VOL. 29

SEPTEMBER, 1956

No. 3

U. S. and Airline Men Confer on Air Exports

WASHINGTON, D. C. — Representatives of international airlines met with Government officials to discuss ways and means of preventing United States air exports from being transhipped to unauthorized destinations.

The Bureau of Foreign Commerce, Department of Commerce, proposed an amendment to existing destination control regulations which would require all international air carriers to present airwaybills to the United States Collector of Customs at the same time shippers' export declarations are presented for authentication.

This proposed amendment is not looked upon favorably by the airline representatives who have pointed out that the requirement embodied therein would be contrary to normal procedure. They argued that not only would it slow up the handling of air cargo but would add considerable cost. It is the opinion of the airlines that responsibility for warning foreign consignees against unauthorized diversion of American goods properly lies with the exporter. BFC officials, however, asserted that the impact of export control regulations falls mainly on exporters, freight forwarders, and importers, and pointed out that the cooperation of international carriers is necessary to achieve effective enforcement.

The airline men have proposed a number of alternative proposals which the BFC has taken for "study and analysis in working out a solution to the problem."

Under present BFC destination control regulations, all export documents covering commodities shipped under validated license must name the importing country or countries and must bear a notice that "diversion contrary to U. S. law is prohibited." This regulation also applies to American goods on BFC's Positive List of Commodities shipped under general license GO to Latin American countries. Its purpose is to warn foreign importers, freight forwarders, and other firms handling United States exports against transshipping United States strategic goods to unauthorized destinations. According to BFC, experience has shown that the warning, placed on airwaybills and bills of lading, results in better compliance with export controls.

BFC said that the proposed amendment would give the Collector of Customs the opportunity to assure that the airwaybill and the export declaration conform insofar as the anti-diversion notice is concerned, as well as commodity description, shipper, and ultimate consignee and destination. It would apply to air cargo only.

Representing the air carriers were: Douglas Amann, Seaboard & Western; Charles R. Angst, LAI; Jean Baudeau, Air France; Ronald H. Cohen, Sabena; E. De Vries, KLM; Louis Duermyer, TWA;

(Concluded on Page 34)

Int'l Trade Fairs

Aug. 20-Sept. 20, International Trade Fair, Izmir, Turkey

Aug. 26-Sept. 8, Jeshyn International Trade Fair, Kabul, Afghanistan

Sept. 1-16, St. Erik's International Fair, Stockholm, Sweden

Sept. 1-30, International Fair, Damascus, Syria

Sept. 2-23, International Trade Fair, Salonika, Greece

Sept. 7-20, International Fair, Zagreb, Yugoslavia

Sept. 7-25, International Levant Fair, Bari, Italy

Sept. 8-23, International Trade Fair, Ghent, Belgium

Sept. 9-16, International Autumn Fair, Vienna, Austria

Oct. 13-28, International Fair, Tunis, Tunisia

Nov. 23-Dec. 9, International Fair, Bogota, Colombia

Dec. 7-22, Constitution Fair, Bangkok, Thailand

England-Belgium Door Service Established

LONDON—A new door-to-door freight service, called Trukair, has been introduced by Air Charter, Ltd., which operates the Channel Air Bridge Service. Operated in conjunction with Atlas Air Services, Ltd., export shipments are cleared through customs at Southend Airport and flown in Bristol Freighters across the Channel to Ostend. After Customs clearance at Ostend, the air freight is trucked to the consignee's door.

Air Charter claims that the door-to-door service does not exceed 40 hours, and often is completed in substantially less time. Rates are reportedly "more than competitive with comparable express surface transport."

The company will introduce Trukair service to Rotterdam this month. It is reported to have its eye trained on a similar service to West Germany and Switzerland.

Panagra Hauls a Hospital

SAN IGNACIO, BOLIVIA — Sixty-one tons of construction materials and prefabricated building sections—everything from shingles and flooring to door and window frames were airlifted to this city by Panagra. The freight, consigned to the new United States Point Four Public Health Hospital, was carried on 22 separate flights from Lima, Peru and La Paz, Bolivia.

CAB Awards Miami Run to Northeast

WASHINGTON, D. C.—The Civil Aeronautics Board last month overruled the recommendation of Examiner Thomas L. Wrenn and authorized Northeast Airlines to fly the plush New York-Miami run for a temporary period of five years. Wrenn had favored giving the permit to Delta Air Lines. Seven air carriers had sought the prize.

In its decision, the Board extended NEA's route beyond New York-Newark to Philadelphia, Baltimore, Washington, Jacksonville, Tampa, and Miami. The routes of six other airlines were liberalized at the same time. These changes follow:

Capital—Authorized to serve Norfolk and Newport News-Hampton-Warwick, Virginia, on flights which also serve New York, Philadelphia, Baltimore, or Washington.

Delta—Authorized to provide one-stop service between Tampa and western points on its route to Chicago.

Eastern—Relieved from restrictions which currently require (a) that flights serving Boston shall originate or terminate south of Richmond or west of Charleston, and (b) that flights serving Providence, Hartford-Springfield, and New Haven shall also serve Boston on the one hand, and Richmond, or a point south thereof, or Charleston, or a point west thereof, on the other hand. Authorized to provide turn-around service between Tampa-St. Petersburg and Miami and non-stop service between Tampa-St. Petersburg and all points on its New York-Miami route.

National—Extended its route north to Providence and Boston. Also authorized to carry local traffic between Philadelphia and New York, and to operate turn-around service between New York-Newark and Washington, Baltimore, or Richmond. Authority to serve Newport News-Hampton-Warwick would be made permanent. Also, it would be authorized to provide service between Washington and Baltimore on the one hand, and Norfolk and Newport News-Hampton-Warwick on the other hand. Fayetteville, Greensboro-High Point, and Winston-Salem would be added as points on its New York-Miami route.

TWA and United—Authorized to serve Boston, New York, Washington and their authorized points intermediate thereto, on the same flight, subject to long-haul restrictions. Authorized to serve Hartford-Springfield as an intermediate point between New York and Boston.

Effective date of the CAB's decision is 60 days after its opinion in the case is issued. At this writing the opinion had not been handed down.

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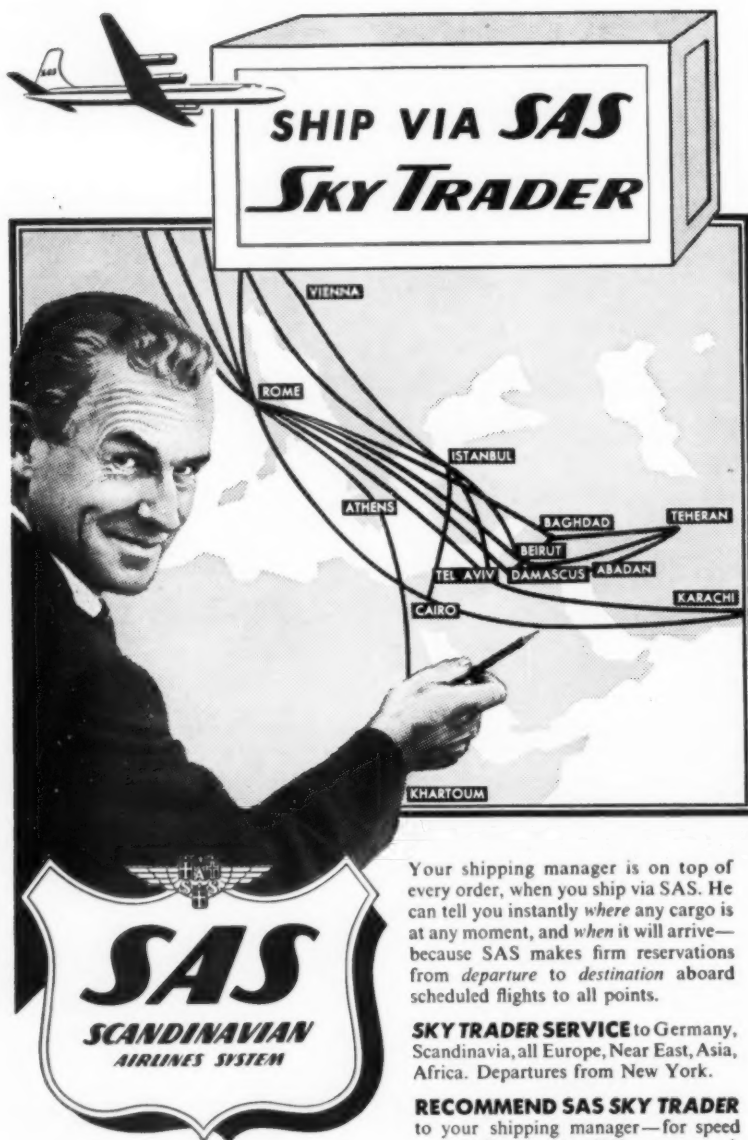


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SEPTEMBER 1956—PAGE 7

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PAGE 8—AIR TRANSPORTATION—Air Commerce

Mailbag Memos

I find it (*Air Transportation*) very interesting and educational. Usually as soon as I have read each issue I forward it to one of our district sales managers with instructions to forward it on to one of the members of his staff. We really do get mileage out of each and every copy.

Elden D. Brown
Cargo Sales Manager
Continental Air Lines
Denver, Colorado

* * *

We find your very fine publication both enjoyable and informative.

R. O. Dacklin
Ames-Harris-Neville Co.
Portland, Oregon

* * *

This is a very fine publication and I enjoy it very much.

James Turner
Traffic Manager
The Gong Bell Manufacturing Co.
East Hampton, Connecticut

* * *

There is an interesting article about the C-130 airfreighter in your August issue. Can you tell me if this airfreighter will be sold to the commercial airlines, and if so will it be sold to the foreign airlines?

B. Le Roy Mason
New York, New York

Editor's Note: Lockheed has indicated possible sales to the commercial operators at some future date. It is not likely when such time comes that foreign airlines will be barred from purchasing it. Right now, the military have exclusive call on it.

SERVICES

Air France: A new third weekly service has been added to the Paris-Tokyo route via Frankfurt. . . . Prague has been added to the Paris-Hong Kong route.

BOAC: Starting September 3 the airline will increase its Viscount flights between New York and the Bahamas to five a week.

Delta: Four-engine daycoach service between New York, Jackson, and Shreveport was put into operation last month for the first time.

National: A second Convair 440 Executive flight is now in service between Miami and Havana. It departs from Miami at 10.30 a.m. daily. Addition to this flight brings to five NAL flights to Havana a day.

New York Airways: Released by the military for commercial use and certified by the CAA, the helicopter airline has placed the first Sikorsky S-58 in service. Payload is substantially greater than that of the other rotary wing aircraft flown by the airline.

Seaboard & Western: The transat-

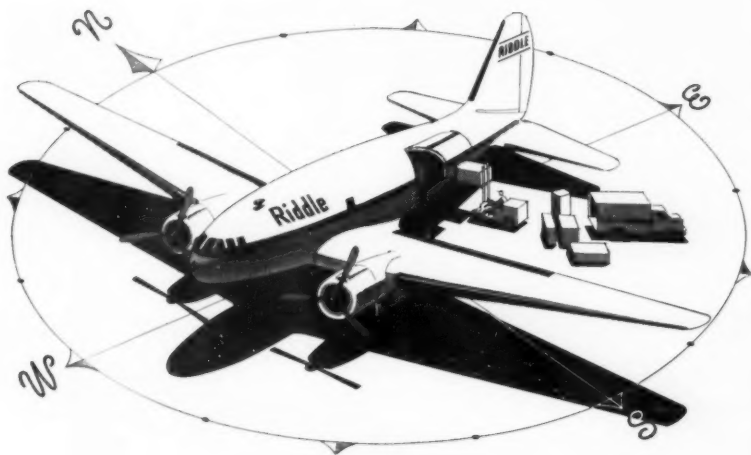
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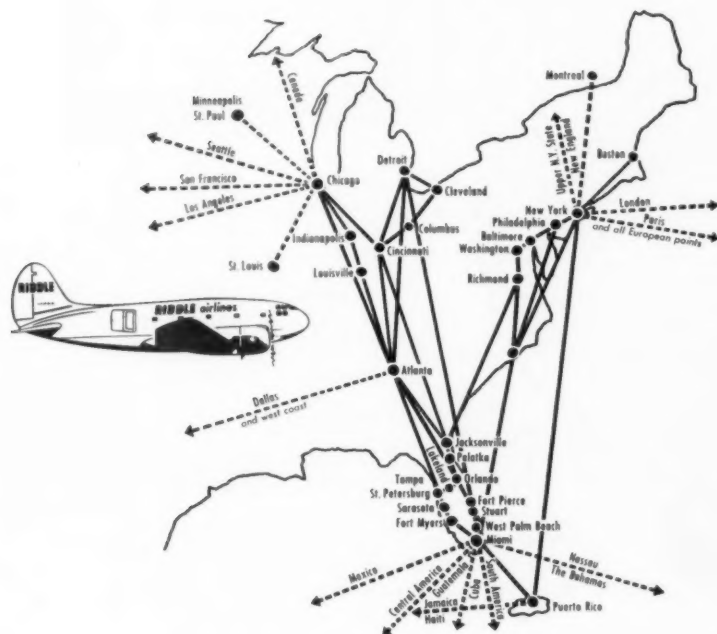
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lantic all-cargo line has increased its schedule to six flights a week. Departures from New York International Airport are at midnight, Monday, Wednesday, Thursday, Friday and Saturday; 4 p.m., Tuesday. Arrivals from Europe are Sunday through Friday.

Slick: New cargo schedules, aimed at improving through services from the West Coast to the Midwest and East Coast, are now in effect. Service includes earlier Eastbound arrivals at Oklahoma City, St. Louis, Chicago, Detroit, and Boston, plus what is described as improved through services from Texas to Pittsburgh and Detroit. Overnight direct service from Pittsburgh to the Midwest, Texas, and the West Coast is a feature of Slick's West-bound schedule. There are also earlier arrivals at St. Louis, and a new non-stop service from New York to Chicago. Newest station for the all-cargo line is Wichita which is receiving DC-6A service from both the East and West Coasts. According to John E. Muhlfeld, vice president-sales and traffic, Slick's Eastbound flights, originating at San Francisco, Oakland, Los Angeles, and San Diego, enable California shippers to obtain overnight service to the Middle West and East Coast.

Swissair: Next month the Swiss carrier will introduce a second weekly DC-4 all-cargo flight across the North Atlantic. It will arrive in New York from Zurich every Wednesday afternoon, departing for Europe the same evening. Current all-freight service leaves Idlewild every Sunday night, with Manchester, Basle, and Zurich as airports of call.

TWA: Two more *Super-G Constellations* have been placed in scheduled service on the coast-to-coast run. TWA now has 20

Super-G flights daily on transcontinental routes and 28 such flights weekly on transatlantic and international routes.

U. S. Airlines



pointed assistant vice president—operations.

American: Samuel C. Dunlap, a pioneer in air freight operation and one of the founders and executive vice president of Slick Airways (1945-47), elected to AA's new post of vice president—sales.

Joseph V. Dooley appointed assistant vice president—operations.



Leonard
Transocean



Dunlap
American

Braniff: James Di Stefano appointed special cargo sales representative, Eastern Region. . . . William K. (Bill) Schriner named district sales manager at Nashville.

Continental: Ross Stewart, prominent

Houston businessman and civic leader, elected a director.

Flying Tiger: P. H. (Pat) Cummings, widely known air express pioneer and former general manager of the Air Express Division, REA, appointed assistant to George T. Cussen, vice president—sales for the development of express traffic. He will be headquartered in Chicago.

Transocean: William B. Leonard, ex-pilot and since 1952 general sales manager of the airline, elected vice president—sales.

Northwest: Russ Kruse named manager of sales promotion.

Pan American: Robert E. Waltz promoted and transferred as station manager in St. Croix, Virgin Islands. He replaces Richard J. Abbott, who becomes traffic representative for PAA's Latin American Division at New York International Airport.

Panagra: Michael P. Merline appointed



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How to fly over red tape



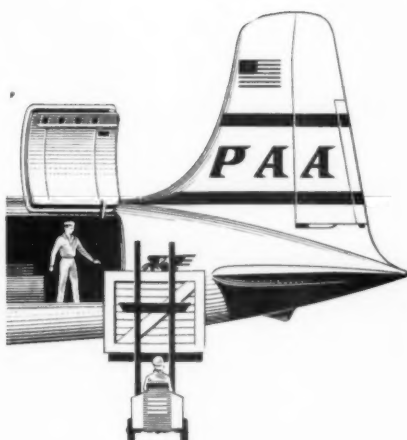
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sales manager in La Paz, Bolivia. Victor Villegas succeeds him as traffic manager.

North Central: Robert W. Erdmann and David E. Koran promoted to administrative positions in traffic and sales department.

Riddle: John E. Hillgoth named director of mail and express.

United: W. A. Patterson, president, elected a director of the Harris Trust & Savings Bank, Chicago. . . . K. C. Jones becomes director of public relations.

Foreign Airlines

Avianca: Miguel Pombo, former general sales manager in Colombia, appointed regional manager to head up the airline's passenger and freight operations in the United States. (Photo on page 10.)

Bahamas: Captain Peter C. Fair, ex-BOAC pilot, appointed general manager.

BOAC: George A. Broughton fills the new position of regional sales manager (the Americas), headquartered in London.

KLM: Frank O. Muni joins the public relations department as manager of special promotions.

Lufthansa: J. J. Grundwald and Peter R. Easton named respectively advertising manager in North America and public relations manager for North America.

Middle East: Lahib Majdalani appointed sales manager for the United States.

TAN: Arnold R. Greissle appointed district sales manager of New York office with Mrs. Ileana Succar as assistant district sales manager.

Indirect Air Carriers

Frank P. Dow Company: Gus L. Mankertz, Jr., appointed to a staff position in the Export Department.

National Carloading: Thomas A. Corcoran named manager-import of The Judson Sheldon Division.

Traffic & Export

Celanese Corporation of America: James F. Primm, formerly export sales manager of Amerotron Corporation, appointed general export sales manager of Celanese, with headquarters in New York.

Heyden Chemical Corporation: Richard H. Boggs named export sales manager of both Heyden Chemical and its subsidiary, Heyden Export Corporation.

Allen B. Du Mont Laboratories, Inc.: Mrs. Alice Close appointed export manager of the International Division.

Oneida, Ltd.: Chester H. Colyer, ex-assistant traffic manager of Carrier Corporation, named manager of traffic and transportation of Oneida.

Osborne McMillan Elevator Company: H. Kemper Relf appointed director of transportation. He was formerly chief rate analyst and office manager of the Minneapolis Traffic Association.

Caloric Appliance Corporation: Leon William Morse promoted to general traffic manager.

United States Gypsum Company: R. A. Morin elevated to the post of general traffic manager.

George McKibbin & Son: Albert Schnall, formerly assistant to the president of the Premiumwares Division, upped to the position of director of traffic.

Celotex Corporation: Peter D. Walsh, general traffic manager, honored for a quarter-century's service with the company.

Monsanto Chemical Company: A. L.

(Continued on Page 31)

ALONG THE WAY... OF **TWA**

"COLONEL MORTON" EMBARKS ON FROZEN-FOOD PACKER'S PROMOTION VIA **TWA**



SMILING MANNEQUIN-A SALES-BOOSTING "PERSONALITY"-TOOK TO AIR VIA TWA AT KANSAS CITY FOR SCHEDULED APPEARANCES TO PROMOTE FROZEN-FOOD PRODUCTS. "COLONEL MORTON" FLEW IN STYLE. CLEVER IDEA. WON PUBLICITY. TWA SIMPLIFIED SHIPPING AND KEPT COSTS LOW. ASSURED MEETING ENGAGEMENTS ON TIME. PHONE TWA ANY TIME...SAVE TIME, MONEY.

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Air Transportation's executive editor spent several weeks in Switzerland and in this country interviewing scores of Swissair personnel, from top management down to cargo handlers, and discussing international air trade with some of the leading shippers in Europe. In this resultant article, the author not only reveals for the first time in detail the effort behind Swissair's current push for a greater slice of the international freight market, but also



"IN the next decade," Dr. Berchtold said, "freight may cut into the airline revenue total to about 15%—but a good airfreighter can alter that prediction considerably. If a good cargo plane would come along today, I'd buy it as readily as I bought the DC-8. That's what we at Swissair are waiting for." He paused a little thoughtfully, then added: "You know, I passed a good part of my life with the railroads, so how could I neglect freight?"

We were at lunch in one of those centuries-old eating places in Zurich which seem to be as much a part of Switzerland as the Alps and the legend of William Tell. There were four of us at the table: Dr. Walter Berchtold, president of Swissair; Lucien Leo Ambord, vice president-traffic and sales; Dr. Edwin P. Jaeger, system manager of the airline's Cargo and Mail Division; and myself.

The three airline executives came to Swissair with long-standing backgrounds in transportation other than air. Berchtold and Jaeger found their professional origins in the Swiss Federal Railroads; Ambord's in the firm of Thomas Cook & Son, Ltd.

Berchtold, who sandwiched the position of economic editor of *Neue Zürcher*



Dr. Walter Berchtold, Swissair president, ex-rail executive: "How could I neglect freight?"

Zeitung between two stints with the Swiss Federal Railroads (he served as district manager in Zurich), came to Swissair as president in 1950. Two years later he was elected president of the International Air Transport Association, world organization of the scheduled international airlines, succeeding Sir Miles Thomas, chairman of BOAC. The Swissair president has the degree of Doctor of Law.

Ambord, who joined Swissair five years ago as general manager in the United Kingdom, had served Thomas

Cook as chief of its European organization. Appointed vice president in 1952, he shifted his headquarters to Zurich.

Jaeger was the third generation in his family to be employed by the Swiss Federal Railroads; but after earning his doctorate in economics at Zurich University, he moved on to a position of secretary for traffic problems for the Cantonal Administration of Zurich, leaving the latter in 1948 to become Swissair's economic officer. With the reorganization of the airline early in 1953, Jaeger attained the managership of the Cargo and Mail Division. He takes a certain pride in the fact that he was born at the site of Switzerland's first commercial airport.

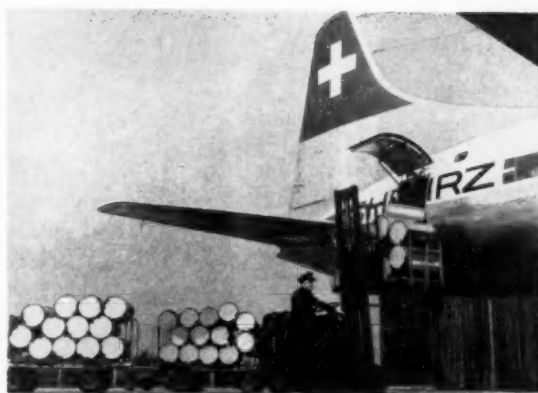
The luncheon meeting, therefore, was not without an appreciation of the potentialities of air freight. It was an opportunity for the writer to discuss the subject with two upper-echelon administrators, Berchtold and Ambord, who, though not exclusively concerned with the development and movement of cargo, nevertheless reflect company philosophy and establish overall aims. Jaeger, naturally, has prejudicial views with respect to cargo.

Very early in the table discussion Dr. Berchtold made it clear that he

S the Swiss

LOOK AT AIR CARGO

By RICHARD MALKIN



L. L. Ambord, vice president: "Extra space in *Metropolitans* for freight"

leans towards considered step-by-step progress rather than in the direction of the more flamboyant, riskier hedgehopping, so to speak. The airline business needs "organic development," he pointed out. It would be economically foolhardy striking out vigorously in too many directions. But that does not mean that Swissair is concentrating solely on one project and marking time

Sixth in an exclusive series of comprehensive, on-the-spot articles by Richard Malkin, surveying the cargo efforts of direct and indirect carriers in the United States and overseas.

on others, he continued. Calling routine "the enemy of progress," the airline head admitted that he was open to various dramatic ideas to keep the profit graphline pointed upward. For example, he rather favors the idea of



Dr. Edwin P. Jaeger
System cargo head



Werner Seiler
U. S. cargo chief

SWISSAIR'S FIRST POSTWAR DECADE

	Freight Ton-Miles
1946 ■	191,810
1947 ■	398,741
1948 ■	612,724
1949 ■	863,933
1950 ■	1,568,319
1951 ■	2,194,257
1952 ■	2,344,551
1953 ■	3,156,356
1954 ■	4,214,125
1955 ■	6,217,238



Emphasizing Swissair's current and future position in international air cargo is its president, Dr. Walter Berchtold (third from left). With Dr. Berchtold in his office at Zurich headquarters are (left to right): Dr. Edwin P. Jaeger, manager of the airline's Cargo and Mail Division; Richard Malkin, executive editor of *Air Transportation*; and L. L. Ambord, vice president-traffic and sales. Berchtold is seeking true airfreighter.



Heavy unit of machinery, completely uncrated, stowed in the cargo hold of one of Swissair's eight DC-3s. The airfreighter hauled this huge shipment from Basle to Schiphol Airport, Amsterdam.

being an instrument in bringing producers and buyers together for the purpose of introducing new products (which eventually would find themselves transported by air).

Is management giving cargo the elbow room it needs to grow and prosper? Both Berchtold and Ambord indicated that their intention is to place "gradual emphasis" on the independence of Swissair's cargo department. Ambord pointed out that the airline has "consciously made sacrifices in favor of freight because we believe in it." (Jaeger interjected that "a booked shipment has priority over an unbooked passenger who may come at the last moment.") Ambord referred to the fact that Swissair ordered its new Con-

vair *Metropolitan* transports (for European operation) as 44-seaters instead of 52, the additional space having been set aside specifically for cargo. He knows enough of railroad history to cite its early days when the railroads were primarily passenger carriers. The changeover came when the rail carriers began hooking freight cars onto the passenger trains. How soon the change in prime revenue source will take place remains a question. There was no inclination by anyone to offer a prediction.

Earlier, in private conversation, Jaeger had referred to Switzerland as a nation locked away from the seas from the beginning of time, but with the advent of international air commerce suddenly a key world port in the air ocean. I mentioned this to Swissair's president who reacted to it philosophically.

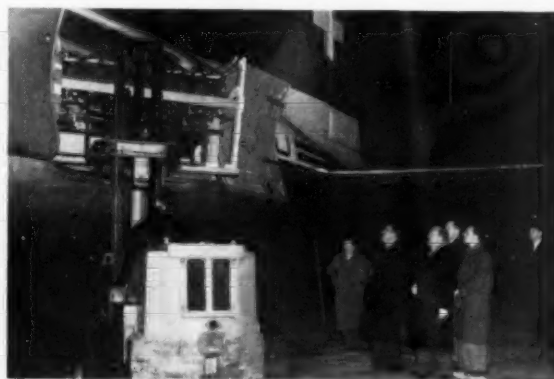
"A land-locked nation has created a certain difficulty for us," he said. "Unfortunately, the result of this isolation has been a population with restricted enthusiasms. The danger to our progress is from our friends, not our competitors. It was different with Sabena, for example. The Belgian people applauded Sabena's international progress. The Swiss are by nature more cautious."

Nevertheless, Swissair is moving steadily ahead with its plans. The airline has agreements with Tokyo, Philippines, and Thailand. Its Far East services will probably be inaugurated in the Spring of next year, Berchtold said.

At the present time Swissair is operating a fleet of half-a-dozen DC-6Bs; three DC-4s, including one airfreighter used in transatlantic operations; seven Convair 240s (sold to Mohawk Airlines) which are in the process of being



Even blasé New York turned to stare when Little Joe, a seven-month old elephant, posed with Swiss big game hunter Peter Ryhner outside Swissair's office in Manhattan. Watching the scene is the airline's U. S. general manager, Hugo K. Mayr. Little Joe was flown to Switzerland in Swissair's transatlantic DC-4 cargoplane.



Shipped from Bradley Field, Massachusetts, 13,475-pound textile machine is shown being unloaded at Manchester, England. The machine was in full operation at Brocklehurst-Whiston Amalgamated, Ltd., Cardiff, South Wales, 72 hours after leaving the Foster Company's factory located at Westfield, Massachusetts.



Swiss freight forwarders are no newcomers to shipping by air. Shown above in a 1923 scene at Zurich Airport (Dübendorf) is freight being transferred from a Crowe & Co., Ltd. truck to an Imperial Airways Handley-Page for airhauling to London. At the right is Crowe's first air freight tariff, issued in April, 1927. Flight to London via Basle and Paris took more than eight hours.

replaced by 11 of the larger 440s; eight DC-3s; and a *Dakota* airfreighter. Two of the airline's four ordered DC-7Cs are expected before the year is out. Swissair will enter the jet age in 1960 when it will take delivery of two 550-

mile-an-hour DC-8 jet transports—a far cry from the six Fokker F-VII-As, two Dornier-Merkurs, one Fokker VII-A, one Messerschmidt M-18D, and one

CROWE & Co A.-G.

Lufffrachtpediteure
ZÜRICH
BASEL - ST. GALLEN - CHIASSO

Zürich, im April 1927.
Telephon: Seilau 4708 und 4709
Telegraphen: Crowe

Fluglinien

ab Zürich (Flugplatz Dübendorf).

1. Zürich-Basel-Paris-London und vice-versa.

Täglicher Verkehr, ausgenommen Sonntags.

10.15	ab Dübendorf	an	15.10
11.00	an Basel	ab	14.30
11.30	ab	an	14.00
15.00	an Paris	ab	10.45
16.00	ab	an	9.45
18.30	an London	ab	7.15

2. Zürich-Basel-Bruxelles-Amsterdam und vice-versa.

Täglicher Verkehr, ausgenommen Sonntags.

12.25	ab Dübendorf	an	15.10
13.10	an Basel	ab	14.30
13.30	ab	an	13.00
17.00	an Bruxelles	ab	9.30
17.50	ab	an	9.10
18.35	an Rotterdam	ab	8.45
18.50	ab	an	8.30
19.20	an Amsterdam	ab	8.00

3. Zürich-Genf-Marseille-Barcelona-Madrid und vice-versa.

Täglicher Verkehr, ausgenommen Sonntags.

17.30	ab Dübendorf	an	9.55
19.45	an Genf	ab	7.40
8.00	ab	an	18.15
11.20	an Marseille	ab	15.15
12.05	ab	an	14.30
14.45	an Barcelona	ab	12.00
16.00	ab	an	11.00
20.00	an Madrid	ab	7.00

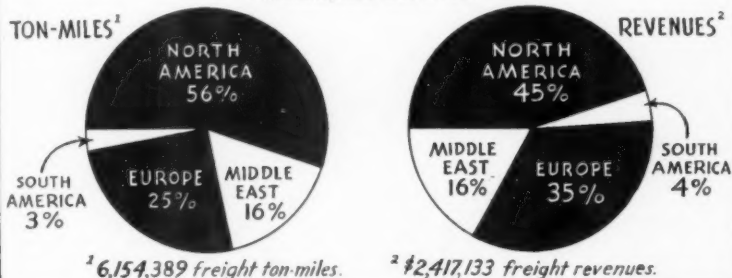
4. Zürich-München-Wien-Budapest-Prag-Breslau (Moskau) und vice-versa.

Täglicher Verkehr, ausgenommen Sonntags.

10.35	ab Dübendorf	an	16.40
12.35	an München	ab	14.30
13.05	ab	an	13.55
15.50	an Wien	ab	10.55
16.20	ab	an	10.25
18.05	an Budapest	ab	8.40
12.55	ab München	an	13.50
15.25	an Prag	ab	11.20
15.40	ab	an	11.05
17.35	an Breslau	ab	9.10

Vertreter sämtlicher Fluggesellschaften

FREIGHT TRAFFIC and REVENUES of SWISSAIR in 1955 (Scheduled Services)



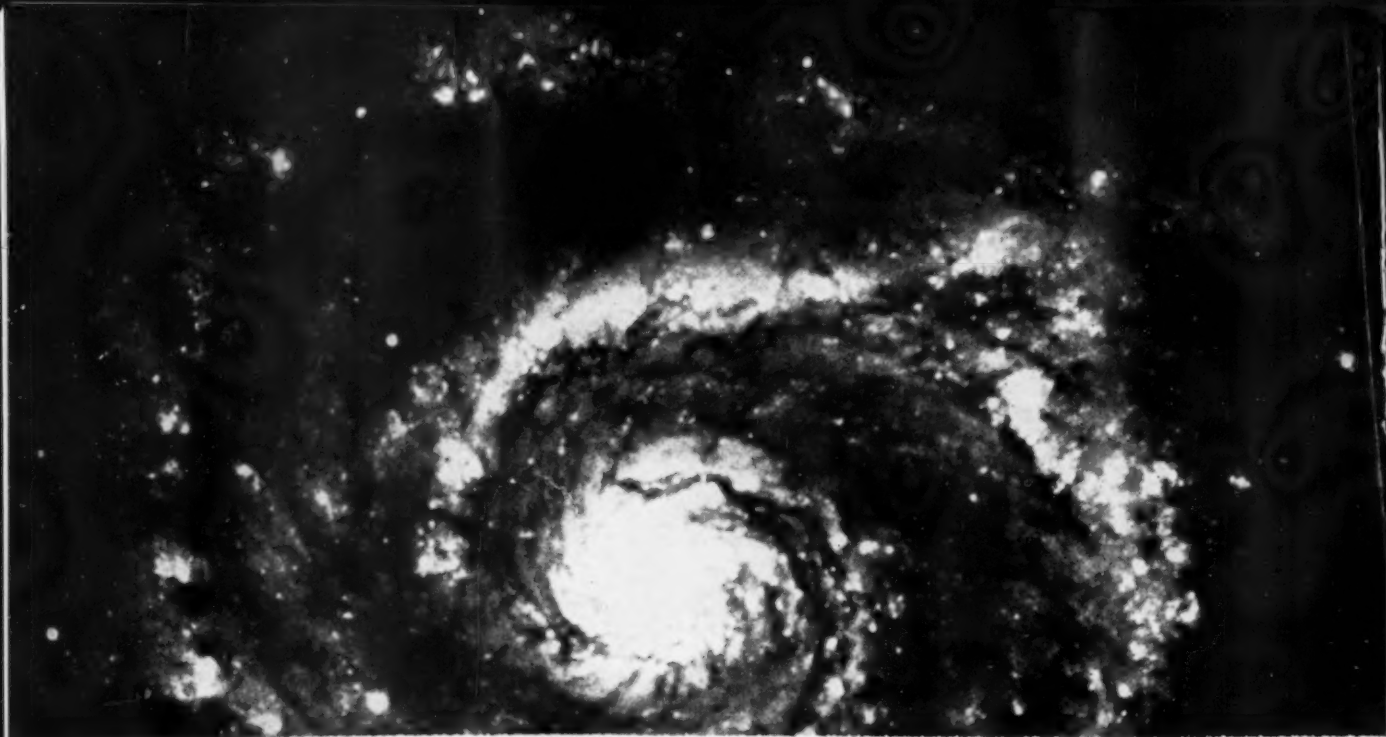
Comte AC-4 it boasted in 1931.

Jaeger is a youngish, energetic man who has combined an abiding faith in the future of air freight with a wisdom of where to draw the line at his personal enthusiasm. He has a healthy respect for economics. I spent long days and nights with him and had every opportunity to observe and study his method of intelligent attack on the myriad problems which normally confront him. One day it may be a complaint close to home; another day it may be a snarl in Tel Aviv, a frantic query from Istanbul, or a matter of policy in New York. The very nature of his job keeps him moving at top speed, and he likes it.

Jaeger, W. Imhof, and W. Diem—the latter two serve, respectively, as manager of the cargo section and manager of the cargo sales relations—superimpose non-routine visits to larger shippers on the normal calls made by the cargo salesmen. This principle is not localized to Switzerland or even Europe; the flying visits spread systemwide. A fond wish of Jaeger—a major project, to say the least—is to make a personal call on every one of Swissair's customers, regardless of lo-

(Continued on Page 21)

Zurich's modern air terminal at Kloten, busiest of all the commercial airports in Switzerland. Swissair executes the cargo handling for most of the foreign airlines here. Freight facility will be enlarged.



Lockheed scientists are designing

WINGS FOR THE ATOM

Domesticating the atom to serve mankind has intrigued science for over a decade. One top priority application, secretly under way for several years at Lockheed: developing a nuclear-powered plane as different from present types as a supersonic jet is from the first stick-and-wire biplane.

IMAGINE A GIANT AIRCRAFT SOARING ALOFT, NOT WITH TONS OF GASOLINE, BUT WITH A URANIUM FUEL SUPPLY NO BIGGER THAN A HANDFUL OF GRAVEL. EVENTUALLY, SUCH A PLANE-OF-THE-FUTURE—WITH THIS SCANT FUEL SUPPLY—WILL GIRDLE THE GLOBE NON-STOP BETWEEN SUNRISE AND SUNSET.

More than a dream, this incredible aircraft is now being developed by Lockheed for the U.S. Air Force despite problems of propulsion, structures and materials, thermodynamics, crew survival, producibility and maintenance unique in aviation.

Old concepts are being shelved, traditional solutions rejected. *The kind of aeronautical advances that once took a generation of research are now being telescoped into a few months, even weeks.*

Soon several hundred nuclear scientists and engineers from Lockheed's Georgia Division will move to the North Georgia mountain country. There on a vast site—some 40 miles from U.S. Air Force Plant No. 6 at Marietta, operated by Lockheed—will be built the nation's largest facility for the development of atomic-powered aircraft.

The exact status today of U. S. atomic plane



development is still a military secret. But the strategic importance of the "A-plane" to our nation can hardly be exaggerated. It will be an aircraft with a new dimension—endurance unlimited. Its immense range and round-the-world patrol capabilities are certain to revolutionize air logistics—freeing military aircraft from shackles presently imposed by fuel capacity and air-base location.

THE DAY WHEN AMERICA'S FIRST NUCLEAR-POWERED AIRCRAFT BECOMES OPERATIONAL WILL BE ONE OF THE TRULY SIGNIFICANT DATES OF AVIATION HISTORY.

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Palo Alto, and Sunnyvale, Calif.
Lockheed Air Terminal, Burbank, Calif.
Lockheed Aircraft Service, Ontario, Calif.

LOCKHEED'S NEWS COLUMN

Detection of Heart Disease—our nation's #1 killer—is being speeded with aid of Lockheed's battery of super-fast electronic brains that are correlating the studies sponsored by the Nash Cardiovascular Foundation. Ten minutes' work sandwiched between computations at the Missile Systems Division gives the cardiologist complete and accurate harmonic analysis of electrocardiograms that speed his vital research immeasurably...

Radiant heating, first time used in any airliner, will be one of the many new creature comforts of Lockheed's up-coming propjet Electra. Heating wires in walls and ceilings work like electric blankets to give no-draft, no-hot-spot comfort...

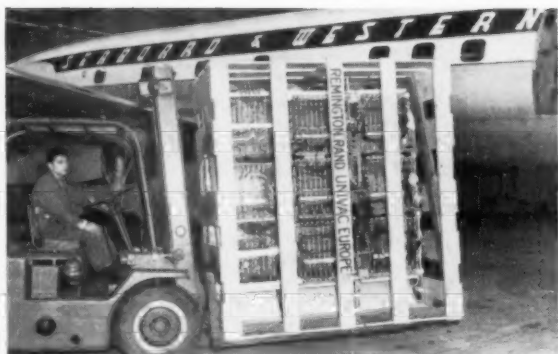
Atomic plane concept on a recent cover of Newsweek was *not* based in any way on Lockheed's Georgia Division ANP (Aircraft Nuclear Power) Project. That plane will *really* surprise you...

25,000 Lockheed stockholders in every state of the union learned in mid-August that sales reached approximately \$345 million for the first half of 1956. In a like period 20 years ago sales were less than *one* million...

Univac's newest cousin Si (for Scientific) will be the top quiz kid in the battery of analogue and digital brains at Lockheed's Missile Systems' Computer Center. Si, first Model 1103A Univac in use, "thinks" up to 100 times faster than other computers...

A nationally-known Los Angeles physician, after periods of intense nerve strain, goes to the airport, buys a round-trip ticket to New York on a Super Constellation, spends a quiet day at the Waldorf-Astoria, and comes back on the next flight. Says: "It relaxes me"...

Hercules C-130 performance data just released show that the USAF strong-man can haul 20 tons of cargo right on the contrails of a fast jet tactical force. 100 mph faster than present combat transports, Hercules climbs fully loaded to 2500 feet altitude in just one minute.



Destination Frankfurt: Ton unit of Remington Rand Univac, part of record 19-ton shipment airhailed over the Atlantic in two Sea-board & Western Super Constellations.



Destination San Francisco: Ferrari racing car, purchased by West Coast importer, arrives at Idlewild in Sabena plane after flight from Milan, Italy via Brussels.

What goes by air these days? Answer: practically anything and everything. Take, for example, these pictures of . . .

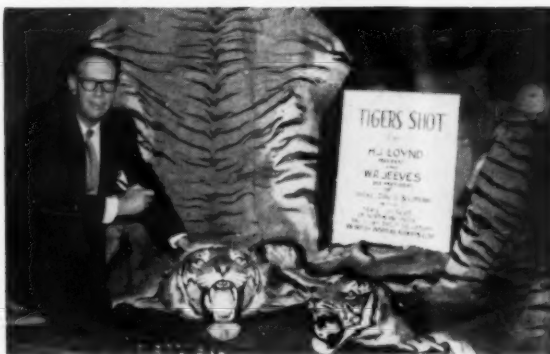
A Typical Day In the Air-Shipping Industry



Destination Lima: Hostess looks over Argentine beefsteak which Panagra flew in half-ton lots to tune of 10 tons in six weeks. Air made freezing of meat unnecessary.



Destination Antwerp: Paka Corporation, of Minneapolis, exported complete photographic print processing system in Northwest Orient Airlines (above) and KLM aircraft.



Destination Detroit: Skins of tigers, shot by Parke-Davis president, H. J. Loynd, were flown from Bombay and London via BOAC's recently inaugurated Detroit service.

SWISSAIR STORY

(Continued from Page 17)

cation. This is a customer-relations paraphrase of the old physical law that the shortest distance between two points is a straight line.

Imhof, who joined the airline nearly a quarter-century ago—shortly after the 1931 merger of Balair and Ad Astra Aero to form Swissair—is a recognized specialist in IATA tariff matters. It was he who built up the cargo department in the early postwar years.

The increasing importance of economic research to the future of air cargo brought Dr. Werner H. Praxmarer to the airline more than a year ago. As assistant manager of the division, he produces the findings which Jaeger translates into practical action. Praxmarer has written numerous articles on the subject of air freight which have been published in trade organization journals. In concert with Jaeger, he lectures trade groups on shipping by air. This is part of a continuing Swissair program.

Jaeger for Specialization

Jaeger operates on the principle of a sales staff devoted to selling cargo only. Experience has taught him (as it has his counterparts everywhere) that an airline salesman talking passenger and freight simultaneously cannot approach the effectiveness of the representative who specializes in one or the other.

"A salesman selling passengers and cargo is weak," Jaeger said. "His loyalties are divided. He cannot possibly produce the best results."

A steady flow of promotional letters and brochures emanates from the cargo department. Multilingual, they are exceptionally well designed and hit hard on the theme of what the shipper appreciates best of all—service and economy. One particular series of single-page illustrated leaflets, holed for loose-leaf binding, individually hammered away at the various economic aspects of air freight. This form of indirect cargo sales has brought gratifying response, it was reported.

It is noteworthy that all cargo sales letters and other types of promotional material invariably bear references to freight forwarders. ("Beraten sie sich bitte mit Ihrem Spediteur; als Luftfracht-spezialist dient er Ihnen gerne mit allen gewünschten Auskünften . . . Notre maison d'expédition, spécialisée dans les transports.") Jaeger was per-

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- Air cargo service for oversize shipments all the way to Johannesburg by DC-6C cargo plane via Tripoli, Kano and Leopoldville.
- Confirmed bookings from New York.

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sonally responsible for the inclusion of references to Swissair's cargo services in all its timetables.

"Sure, let everybody know it exists."

When Jaeger first came to the airline, intent on building a virile, money-making division, his first step was to establish a close relationship with the freight forwarding industry which, in Switzerland, is the hard core of the shipping world. Next he effected a similar rapport with primary shippers.

View on Forwarders

Jaeger takes the traditional Swiss view that the forwarding industry is an integral arm of his cargo department. While steering a diplomatic middle course in his dealings with forwarder and primary shipper, he nevertheless has taken time out to explain to the latter the basic advantages which forwarding offers.

"For a long time we could not sell freight to the smaller textile firms here," he said. "We decided to go after them seriously, and we put through a special campaign aimed at them. We showed them that the large firms in their own industry were shipping by air. If the big companies found it worth their while, why not they? We worked hard trying to break down their resistance. Finally we induced some of them to try air experimentally and to work through forwarders. The result? Today most of them use air freight."

"All our cargo salesmen in Europe have been instructed to inquire of shippers whether they are utilizing the services of a forwarder. If they say they are not, our men suggest that they may find the forwarders' services valuable without costing them a penny more. On the other hand, sometimes we have had the experience of a forwarder complaining to us because we complied with the request of a shipper to submit a Swissair tariff to him. I suppose you cannot please everybody all the time."

The Swissair cargo chief's belief in the efficacy of air freight forwarders is not difficult to understand. Fully 80% of the airline's shipments originating in Switzerland come through forwarding agents.

Swiss consolidators offer reductions under airline general commodity rates, reportedly passing along discounts to shippers. All the air carriers operating into Switzerland and the forwarding agents here have arrived at standardized rates on cartage, handling, etc. On infrequent occasions, a "renegade" forwarder crops up, offering shippers under-the-table deals; but the industry

is strong enough to make short shrift of him when the practice is uncovered. There is in existence a system of fines which are leveled against those performing services at lower-than-standard rates.

The high level of forwarder professionalism is never better exemplified than by its state in Switzerland. In Zurich, for example, it is compulsory for all apprentice forwarders to attend a technical school two hours a week for a period of 26 weeks. This scholarship occurs during the third and final year of apprenticeship. Credit Jaeger with having introduced a specific course in air freight. Every aspect of air shipping is covered.

Sponsored by the local equivalent of a United States Chamber of Commerce and regulated by the Canton of Zurich, the school is free to the students. The expenses for each apprentice-student are paid by his employer. It is further noted that the aforementioned technical schooling is in addition to eight hours of study a week required for the entire three years of apprenticeship. Average age of the students hovers between 18 and 19. Of the last group of 43 apprentices, eight were girls.

In Basle, where such schooling is not required, the Basle Freight Forwarders Association sponsors a series of lectures. Two of these, devoted to air freight, are delivered by Jaeger. An indication of the subject's popularity was Jaeger's last lecture which attracted approximately 275 persons.

Ground Operations

I met G. A. Grant, manager of ground operations at Kloten-Zurich Airport, who was introduced as "the only non-Swiss among the executive personnel of Swissair." A native of Australia who formerly headed Scandinavian Airlines System's overseas stations—he was with the RAF Air Transport Command from 1940 to 1946, and prior to that affiliated with the Good-year Tire & Rubber Company in Australia—Grant has been with the Swiss airline since last November. His big-windowed office overlooking the ramp is unmistakably a breath of home. On the wall behind his desk is a photograph of Sir Winston Churchill, not too far from pictures of Queen Elizabeth and her consort and the late King George.

Grant is frankly using SAS' successful ground operations as a model. Swissair's entrance into a new phase of international expansion has presented new problems which will have to be overcome.

Take, for example, the anticipated loading and unloading problems which the DC-8 (and, for that matter, any jet transport) will bring. According to Grant, SAS' calculations have brought an expectancy of 20 minutes' ground time for the jets. He admitted that he is aiming to duplicate that figure. Swissair, Grant said, may have to adapt some special cargo-loading ideas for the DC-8.

"Some sort of Speedpak might be the answer," he remarked.

Because English is the only language he speaks, Grant conducts all his staff meetings in that language. He is attempting to produce a streamlined ramp control system which would allow better utilization of personnel. At the time of the writer's visit, he was deep in the work of indoctrinating ramp personnel on ramp safety. Each man was required to go through a special one-week course. Grant revealed that he is planning to build a mock-up of a DC-4 for the purpose of giving detailed instruction on cargo loading.

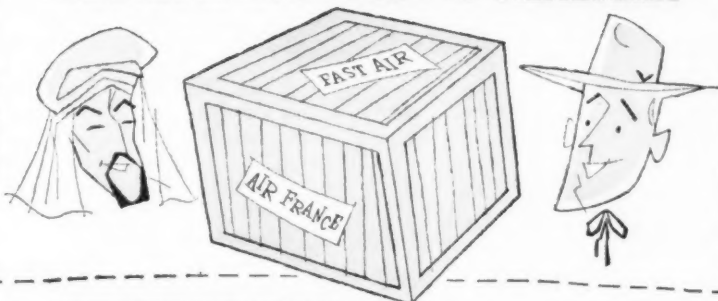
Early in May he inaugurated a traffic school whose curriculum is designed to take the employee through every possible phase of air transportation pertinent to ground operations. I was given the opportunity to examine the syllabus for the traffic officers' course. Divided into 11 parts, completion of the course requires a total of 406 hours of lectures. The subject of traffic handling, for example, divided into eight aspects, is covered in 140 hours. "Cargo and mail handling," one of these aspects on which 34 hours are spent, is second only to aircraft handling (51 hours).

Foreign Airlines Serviced

A. Stutz, supervisor of cargo and mail handling here, informed me that Swissair executes the cargo handling for all the foreign airlines with the exception of TWA and Seaboard & Western Airlines. The Swiss carrier, at Kloten, services Air France, Air India, BEA, BOAC, El Al, Yugoslav Air Transport, KLM, LAI, Panair do Brasil, Sabena, and SAS. At peak periods in the afternoon, from four to five cargo personnel are assigned to the traffic office to check manifests for transshipments. Another employee is dispatched to the cargo room to separate the transshipped items and prepare new manifests.

"When an aircraft arrives," Stutz said, "cargo for transshipment is separated for quicker handling. This cargo is brought into the baggage room where it is processed and made ready for immediate transshipment."

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Is customs cooperative, or does it form a bottleneck for air shippers? Stutz declared that Swiss customs is "extremely cooperative." The customs authorities, he said, have in the past accepted new ideas from Swissair whenever they were backed up by proven facts or valid persuasion. He asserted that new and acceptable ideas are received by customs with particular favor when they are practicable within the framework of the present customs staff, without the need to increase personnel.

Two tractors are reserved for exclusive cargo use at Kloten. A new despatch and routing control department is due for organization. Sparked by Stutz, whose brainchild it is, the unit will concentrate on the reduction of time spent in handling cargo.

"Our plan is to speed up loading on the tarmac," he stated. "It will shorten ground time of aircraft. It will be instrumental in providing information to the shipper more quickly. This department will be the brain of the cargo department."

Forwarding Offices

All important Swiss forwarding firms have offices at the airport. Groupage is negligible in this country. Consolidation, for the most part, is done by the individual forwarders. Inter-forwarder relationship is such that one with a smaller shipment for a distant point will, through the simple expedient of a telephone call, determine whether another forwarder has one or more shipments of his own going to the same destination and will make arrangements to consolidate the two. From what I was able to learn, all Swiss forwarders generally work together informally.

At the time when I visited the airline's rather small freight facility at the airport, five men were at work in the room reserved for the acceptance of freight. An intelligent use of cargo

personnel is made under the circumstances. Depending on the volume of shipments and/or other pressures, Stutz and the cargo station manager, K. Weber, maintain a fluidity of personnel utilization, permitting concentration on one threatened bottleneck, then shifting to another. During the Summer months import and export personnel are on duty on a 24-hour basis. Two trucks are assigned to pick up freight from the Zurich city freight office and the Kloten railway station.

In the export shed I saw tobacco samples packed in ordinary wrapping paper, sealed with Scotch tape, and tied with string. There were neat lightweight crates with metal reinforcements along the edges, specifically designed for the shipment of watches; textiles in burlap; skis completely unpacked, held together by straps; a consignment from Philadelphia which had arrived in a split case (on which a damage report was prepared), necessitating its strengthening with steel strapping. Large canvas bags are used for the grouping of small shipments destined to New York.

Separate bins in the export sheds are specified for various destinations and air carriers. When cargo traffic is unusually high and the export shed spills over with shipments, the catering cold room may be pressed into service as an auxiliary cargo repository. In Switzerland, where duty is based on weight and not on value, every shipment goes through a careful weighing.

Half the space in the import shed is occupied by Swissair; the other half is the forwarders' province. Four import and two export men are assigned by customs. According to information given me, they clear from 10 to 15 shipments per hour. Certain quick-rush shipments such as vaccine can be cleared in 10 minutes.

Where does the greatest bottleneck occur in customs? It is not insufficient

personnel, I was told. In most cases, lost time in clearing shipments is due to the lack of sufficient information on the shipping documents.

I checked the latter bit of information with Swissair which lent credence to this report. The airline revealed that it handled 50% of the customs clearances and the forwarders the other 50%. However, 80% of the shipments received by Swissair for clearance must be adjusted because of incomplete documentation. This is pointed to by both Swissair and forwarding agents as expressive proof of at least one aspect of the forwarder's value to both the shipper and direct carrier.

I watched the customs processing of a shipment of five cartons of live lobsters shipped the same morning from Brussels. Cleared in short order, it was picked up that afternoon by the consignee and trucked to town. Weight of the lobsters per carton was 20 kilos; including weight of carton, 22½ kilos.

Packed for Airfreighting

In the import shed at the same time were uniquely packed shipments of full-sized salmon from Copenhagen. Each fish was held flat by a lightweight slat on either side of it, wrapped in brown paper, and tied with cord. The packages resembled bolts of silk.

The Arabs provided an example of shrewd packing. A shipment of leather goods from Marakech was wrapped in rugs. This nonexpendable "packing" material is later sold on its own merits.

One is apt to find virtually anything at Swissair's cargo facility at Kloten: uncrated heavy machinery, live freight, disassembled aircraft. Each month there are five to six charters of gold shipments; but Swissair, like all other carriers, doesn't like to talk much about this kind of traffic. Security, you know. The airline is developing new traffic in vegetables from Cairo and Barcelona consigned to the Swiss market. This

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commodity is coming in on regular flights.

Ground operations has proposed a plan for a new and enlarged freight and mail building at Kloten. It is a well-conceived plan, taking into account current and anticipated needs. Measuring approximately 110 meters x 45 meters (360 feet x 147 feet), it would afford the following facilities:

Mail room: counter; clearance of parcel mail.

Import customs shed; laboratory; plant control; scales; customs supervisor's office.

Sorting room.

Room for storing cargo arriving after hours and requiring customs clearance.

Valuables strongroom.

Warehouse.

Heated animal room.

Cold room for perishables.

Room for human remains.

Swissair export customs room.

Swissair export office.

Offices for forwarders, consolidators, airline accounting.

Export shed for foreign carriers.

Pre-customs clearance storage room for forwarders and consolidators. (After clearance, the freight will be moved into the Swissair or foreign airlines' export shed. Consolidators may also leave freight here until consolidation is completed.)

Room for physical checking of freight placed under customs control.

Room for customs checking of documentation and final clearance.

Free storage room for forwarders and carriers, pending completion of documentation.

Freight at Basle

Swissair's Basle cargo office and freight facility, as well as customs, are located at the city's railroad terminal. Although bustling Zurich is a far more important city, Basle's unique position can be traced to the fact that the old-established freight forwarding firms were founded there. Railborne goods shipped from France can be cleared through French customs at the Basle station, only a few yards from the Swissair facility. Customs-sealed goods are trucked to the airport.

Hans Thommen, an airline veteran who started with Balair in 1927, serves as Basle cargo station manager. He has more years of air freight experience under his belt than any other employee in the company. The two salesmen assigned to his office cover the Northwestern area of Switzerland and small parts of France and Germany.

"Look here," Thommen said with evident pride, pointing to a shipment of six cartons of cotton fabrics received at 3 p.m. "It has to make a 4 p.m. departure."

It did—documentation, customs clearance, and delivery to the airport.

In Geneva, I was shown around Swissair's quarters by Gérard Ladame, district cargo sales manager. His is



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the Western district of the country—the French part of Switzerland, as it is known—plus a little of France. He has two cargo salesmen working under his aegis.

"I meet with them twice a week,"

Ladame said. "I learn their problems and we examine the issues. Sometimes the problem concerns a particular shipment; sometimes a shipper is unhappy. It is my job to visit the shipper and settle amicably anything that is bother-

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ing him. It usually turns out all right and we remain friends."

At Cointin, the fabulously scenic airport for Geneva, I had an opportunity to study at close hand several different types of packing for jewelry cases. H. Dütsch, cargo station manager, served as my guide. I was informed that a metal-rimmed case, with edges depressed into the wood, was the most frequently used because its special design and safety features earned a 50% reduction in insurance premiums.

Swissair employs a total of 113 freight personnel in the whole of Switzerland—from Jaeger down through the ranks. Of this number, 6% are engaged in sales, 74% in cargo traffic at the three airports, and 20% in administrative positions (mail excluded). The latter fifth, of course, provide services, which, in many cases, have system-wide applications in sales and traffic rather than purely domestic. Abroad, the United States and Western Germany each account for roughly one-third of the freight sales personnel working out of Swissair's nine foreign sales organizations. Last year, Western Germany (which again turned out to be Switzerland's most important purchaser and supplier) produced 47% of the foreign freight revenues, and the United States 38%. The United States, whose gradual decline in imports from Switzerland leveled off last year, continued selling more to that country. The airline's other cargo sales organizations are located in Great Britain, France, Italy, Austria, Greece, Egypt, and Brazil. The latter country has reduced its Swiss purchases by a third because of an acute shortage in foreign exchange.

Economic Picture

One of the smallest countries in Europe—it is about half the size of South Carolina, and one-quarter of it is barren or mountainous—Switzerland's principal economic activity is manufacturing. Close to half of its 4.85 millions are supported by manufacturing and mechanical jobs. While most of its raw materials have to be imported, the country has concentrated on the production of high-grade, expensive commodities, ranking with the best in the world. Many of these are inherently naturals for airfreighting: timepieces, 95% of which are manufactured for the export market; machinery; precision instruments; chemicals and pharmaceuticals; textiles and superior hand-made embroidery, trade in which prospered, helped by the United States'

lowering of duties by half for handkerchiefs and by 15% for other embroideries. Thus, while Swissair is competing for a greater slice of the available and potential freight business abroad, it has a basic reservoir of exportable commodities at home.

Swiss Watchcraft

Born in the 16th century, Swiss watchcraft now represents about 20% of the nation's total exports and, at last count, more than 40% of the world horological output. These products, because of their high value and low density, took to the skyways just as soon as international air cargo became a reality. Shipment by air has been wholeheartedly accepted by jewelers everywhere for more than the reason of reasonable rates. Swiss watch manufacturers offer a discount of 3% on bills paid within six days of the date of shipment. Air has taken this discount out of the realm of impossibility for over-ocean consignees.

America's imposition of an increased rate of duty on Swiss watches has prompted a great deal of adverse criticism from many of the prominent business executives with whom I spoke. Such criticism ranged from expressions of puzzlement to ironic and sometimes caustic comments on the "American version of liberal trade."

The machine and metal-working industry has made rapid progress. It now leads all Swiss industries in employment. When World War I started, the tiny country boasted 17,569 firms in this category. Credit Suisse reports that "on the export side nearly half of the expansion of sales was accounted for by the machine industry."

Last year, freight sales in Switzerland formed 65.9% of the airline's system freight total of 14,122,973 Swiss francs (\$3,239,214, scheduled services, charter, and interline sales). Zurich, which generated 45% of the air exports, showed a 13% increase over 1954; Geneva, with 31% of the total, rose 21%; and Basle, which accounted for the balance of 22%, bettered its relative position by 25%.

In 1955 Swissair, with a total of 6,154,389 freight ton-miles flown in scheduled services, produced revenues of \$2,417,133, amounting to 39.3¢ revenue per ton-mile. Largest part of this was given by North America (45%). Europe ranged as a fairly close second with 35%, the Middle East third with 16%, and South America last with only 4%. The European market brings Swissair the highest level of revenue per ton-mile (55.6¢), and North Amer-

ica the lowest (31.6¢). South America's small slice of business produces 44.9¢ per ton-mile, and the Middle East's 39.2¢ per ton-mile.

It is worthy of mention that Swissair's passenger revenues over the North Atlantic amounted to 29% of the system passenger revenues, in contrast with freight's 45%. Last year, the carrier's Westbound freight business increased 61% and its Eastbound 87%.

In the first decade of postwar freight traffic, Swissair skyrocketed from 191,810 ton-miles in 1946 to a performance of 6,217,238 ton-miles in 1955. During this time, while the domestic and international airlines of the world (not including the Soviet Union's and China's) registered a combined average yearly freight ton-kilometer gain of 34%, Swissair's increase averaged 49.9% a year. With an index of 100 for the year 1946, last year loomed with the all-time index of 3,241. This contrasts with last year's ton-mile indices of 1,307 for passengers and 2,079 for mail. Revenue-wise, the comparative indices show 1,447 for freight, 880 for passengers, and 830 for mail.

Slow, Steady Ascent

Another indication of the slow but steady ascent of the former stepchild of the airline business is that freight in 1955 gave Swissair 9% of its revenues, as against 5.7% in 1946. Mail, which in 1946 brought 9.3% of the total revenues, last year dropped to 8.6%. Passenger revenues in the decade were downgraded from a level of 85% to 82.4%.

With the growth of cargo volume, it participated to the extent of 14.7% of the company's all-over traffic volume in 1955. In 1954 this figure was 11.8%. The United States has produced the most striking volume increase with 71% over the previous year. European volume was 24% higher, and the Near East's 31%.

Thirteen IATA carriers, Canada excepted, last year flew 6,767,287 kilos of Westbound freight across the North Atlantic. Swissair ranked fourth after Pan American, KLM, and TWA—a position it maintained at the end of the first half of 1956. Eastbound, where the IATA airlines hauled 5,052,016 kilos, Swissair was seventh after Pan Am, KLM, BOAC, TWA, Air France, and SAS; and by the end of June, 1956, it was sixth, displacing SAS.

I had come to Switzerland armed with a number of letters of introduction to key forwarding agents, given to me by the heads of Rohner, Gehrig & Company, Inc.; Alltransport, Inc., and

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It was important that I speak with the Swiss forwarding executives, for the bulk of the country's shipments was in their grasp. What were their views on air shipping? To what extent had they accepted air freight? Did they believe it had a solid future? Were they participating in its promotion? The answers to these questions were significant in view of the Swiss forwarders' long and successful history and respected status, not only at home, but throughout the shipping world.

E. H. Crowe, a cheerful young man

who (of all things in this Alpine country) is a rabid Brooklyn Dodger fan—he lived in the United States from January, 1953, to July, 1954, during which period he contacted industries in every part of the country and familiarized himself with general American business practice—is the spark behind Crowe & Co. A. G.

"Air?" he said. "The business is growing steadily. It's going places. Our one big problem is getting trained air freight personnel."

"Zurich provides the biggest air operation for our company. One-quarter of our personnel here takes care of the

physical handling of our air shipments. Last year air freight shipments out of Zurich increased 16% over the year before. If this kind of improvement keeps on, it won't be too long before air catches up to surface. Right now one-third to one-half of the total number of export shipments go by air. Air freight gives the Zurich office about 25% of the net profit from all the shipments we handle. On the basis of the whole organization, I would say that gross income from surface exports is slightly more than twice that from air.

"I've studied this business of air freight pretty closely. There is more to it than you can see right away. Take these results of our study of a recent month: we found that one man can handle from 2½ to three air shipments during the time it takes to handle a single surface shipment. I tell you, if we had enough trained air freight personnel and they produce new business in the same ratio as the surface freight personnel, air would give us a greater net profit.

"We don't have salesmen selling air freight exclusively. They talk both surface and air. Frequently there is an interesting development in favor of air. If there is a possibility of conversion, I visit the client myself."

Early Air Shipper

Belief in air freight comes naturally to young Crowe. His firm began shipping by air in August, 1923, the first consignment being transported to London in an Imperial Airways Handley-Page. It issued its first air freight tariff in April, 1927, including rates from Zurich to points throughout most of Europe. The Zurich-to-London tariff showed a schedule of 8:15 hours. The company has four offices in Switzerland and associated companies in France, Italy, England, and Belgium.

My interview with Gaspard Jaquet, director of Hans Im Obersteg & Co. A. G., in Zurich, was particularly significant. Jaquet, who serves as presi-

dent of the Zurich Freight Forwarders Association, works in a tastefully decorated office of white and gold decor, a combination of the modern with simplicity. Original paintings hanging on the walls and a 300-year old giant walnut cabinet contribute to an interesting contrast between the 17th and 20th Centuries.

The company was organized in 1870. A year after World War I, it was acquired by the Swiss Shipping Company, Ltd. Within this organization is Alpina which provides the administrative functions for all of the affiliated firms of the Swiss Shipping Company.

Air Interest High

"Yes, we are tremendously interested in air freight," he told me. "Ten percent of our net revenues are from air shipments, and half of that is from United States traffic, the most important for our company. Last year, our Zurich office handled about 18,000 sea and air shipments. There were about 1,600 air exports. Up to the time Seaboard & Western Airlines became a member of IATA, Hans Im Obersteg acted as general agents.

"The future? There will be a natural growth in air freight. The forwarder is in a position to create new business for the airlines without taking business away from other carriers. I have personally worked out many surface and air comparisons for various commodities. There is no doubt that the lowering of rates will attract new commodities to the airlines. Maybe better aircraft are needed, but the fact remains that there is plenty of new business lying around. Do not forget that because steamship minimums are so high, it is the forwarders' interest to convert shipments to air wherever possible. I agree that air freight has a very important future, but as I said rates will have to come down if it wants a big slice of the market. After all, the forwarders will concentrate on that means of transportation which will give them the most money. Does that make sense?

"I would like to make another statement. The same shipment that will bring the forwarder 12.50 Swiss francs by air will bring him 30 Swiss francs by sea. Air freight will never reach its full potential until IATA recognizes that paying the forwarders 5% commission is unrealistic.

"There will be an enormous development in air freight if the rate goes down to three Swiss francs a kilo (about 40% under the current United States specific commodity rate). Smaller shipments will be greatly affected."

Jaquet produced a couple of brochures which advertised the container services of two transatlantic steamship lines.

"Did you ever consider that Cunard is a competitor of air freight? We used to get all our nylon shipments by air. Now this business has been lost to steamship containers. Air freight gave birth to the idea of container service. It is a natural for express liners. The containers can be loaded and unloaded from the ships quickly."

Both Cunard Line and Meyer Lines offer container service. According to Jaquet, Cunard hauls the containers from New York to Le Havre in five days, transferring them to rail for the Le Havre-Basle leg which consumes another day or two. Meyer's New York-Antwerp run takes 14 days.

Constructed of iron, a container is handled with ease by steamer and railroad loaders. The ocean lines do not charge for the weight of the container. The rate for its contents is the same, with or without the iron case. However, when transshipped by rail, the shipper must pay for the weight of the container. Fitted with a special safety lock, the container has been directly responsible for the lowering of insurance costs, Jaquet said.

Facing Competition

"Because the value of Swiss goods is high, most exporters in this country know and appreciate the value of air freight," Jaquet asserted. "High value can pay the price. Now Swiss industry is getting competition from Germany and other countries. The price is becoming a factor. This is a fact which will have to be faced. Today we are behind in our delivery dates; but when the necessity becomes not so urgent, it may be that the development of container service will be a more important competition than it is today. If you people in air freight do not do something about it, you will be left behind.

"The Swiss forwarders have all the traffic of the sea lines in their hands. In Switzerland there are eight old-line forwarding firms, all with a common high standard. The Swiss forwarder is in such a position as to be able to select his own steamship line and port. He can haggle with the steamship lines because they all want to tap the Swiss market. It is the policy of the steamship companies in Switzerland to co-operate strongly with the forwarders. They do not have the same policy in Germany."

Th. Blattner, Hans Im Obersteg's

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manager in Basle, related a similar though abbreviated story. The air freight business in the Basle district—the department is under the management of Miss Hutter, a vivacious young lady who has been with it since 1949—has shown a steady record of year-by-year increases. Customers are accepting air cargo more readily now, he said. The airlines' advertising and sales promotion programs are finally making a dent in the thinking of shippers. Half of the Basle office's air business is destined to New York, Blattner indicated. Four to five canvassers are assigned to sell air freight exclusively. He claimed that only about 15% of the forwarders in Basle are "really productive in air freight."

Visit to Danzas

In 1815, at St. Louis, France, the firm of Danzas & Lévêque was established. It moved to Basle in 1850. Upon reorganization in 1878 it became what it is known as today—Danzas & Company, Ltd. Today the firm has approximately 60 offices in four European countries. With headquarters in Basle, Danzas has 13 Swiss offices, seven of which are IATA agencies. It has an agent in every important city in the world. The oldest forwarding company in Switzerland, it is also the largest in terms of capital, revenue, size, and staff (3,700).

I divided my time between meetings with K. A. H. Anderau, manager of Danzas in Zurich; and H. Widmer and Blaise Thorens, executives at the Basle headquarters. Fritz Hatt, chairman of the board and president of the vast company, is still active at 81. His son, Hans, serves as managing director.

Anderau, whom I saw first, indicated that air freight represented approximately 5% of the total income of Danzas. The year 1955 has been the company's best air freight year, he said, adding that he is anticipating "even bigger air business." Seven men are assigned to air freight in Zurich: three at the airport, four in the city office. The department is headed by Leo Manhart. There are no specialized air cargo canvassers.

"If I could get trained air personnel, I'd hire them," he said, echoing the plaint heard elsewhere.

Anderau, who is chairman of the Air Freight Committee of the Swiss Freight Forwarders Association, revealed that several forwarders in Switzerland have been propagandizing for an increase in handling and cartage rates. He is opposed to it as "unnecessary."

"Air freight is volume business," he declared. "It produces more shipments.



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It couldn't get along if it brought only a few shipments."

We discussed the bruited recommendation of some in different parts of Europe to reduce the number of IATA cargo sales agencies because, as has been said, a large part of them are not interested in developing this type of traffic. Anderau disagreed with this concept.

"IATA should not reduce cargo sales agency list," he said. "One must realize that many forwarders are working in areas where the air cargo potential is small. In the interest of air freight, IATA should have as many agents as possible. Big and small companies should be included."

He criticized IATA's policy of refusing free transportation to forwarding executives (in contrast with the privileges accorded travel agents) as a short-sighted bar to developing greater

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air cargo business. Present regulations, he said, are "extremely unrealistic."

In Basle, steady increases in air freight were likewise reported by Danzas. Eighty to 85% of the air exports there are watches. Five men staff the air freight department. More criticism of IATA's policy of 5% brokerage to forwarders was leveled by Thorens.

"It is not enough to induce us to build a big air freight organization," he said. "A bigger commission will give us more interest in it."

On a tour of Danzas' facilities, Thorens revealed an impressive organization geared even to the printing of its own waybills. The company is decentralized, each branch enjoying a form of autonomy. Reports are submitted to Basle headquarters each month.

Accent on Air Cargo

Another of Switzerland's pioneer forwarding firms is Jacky, Maeder & Company. Organized 112 years ago as Simon & Dénératz, the firm became known as Meyer & Gloor in 1899 at a time when Albert Maeder and Paul Jacky were among the five partners. In 1911 the firm name underwent another change—this time to Jacky, Maeder & Company. The second Albert Maeder entered the business. He retired five years ago, leaving the reins of the business in the hands of the third Albert Maeder (who, in order to conform with Switzerland's regulations covering non-incorporated firm names, has adopted Jacky as a middle name). I spent some time in Zurich with Maeder, a quick-moving, intense young executive.

"We are more interested in air freight than in sea freight, because it is a cleaner business," he said. "Our air organization was started in 1945, and we have been moving ahead ever since that time. There are nine men in our air freight department now. Forty-one percent of all our shipments from Zurich go by air—seven out of every 17 shipments. Last year we shipped 223,000 kilos of air freight from this city. Gross air export revenues were 18½% of our total freight revenues earned in Zurich. This office alone gave the IATA airlines 2¼ million Swiss francs' business in exports last year. I can't tell you exactly what our first-quarter total for 1956 is, but I do know it is higher than the figure for the comparable quarter in 1955. Jacky, Maeder does the biggest air freight turnover in Switzerland. Our company was the first to ship by Swissair after the war.

"Our biggest air business is with Australia and the Far East. Consolida-

tions to Australia are most successful. I can say we never missed a departure with a consolidation. We have a minimum of three a week. We find there is shorter transit time with consolidated shipments than with single shipments. They get faster handling abroad."

Jacky, Maeder is actively interested in and sponsoring the idea of a flying caravan of Swiss products which would be brought to the direct attention of businessmen in foreign lands—presumably in Asia and Africa as a starter. The firm is attempting to procure the backing of Swiss manufacturers and trade groups for the ambitious project. How successful has the preliminary effort been?

"The reaction is Swiss, indeed," Maeder said with a smile. "That is, careful."

I spent only a short time at Gondrand Frères. S. A., in Basle, my contact having been suddenly called out of the country on some unexpected urgent business. Hans Handschin stated that the Basle office generates some 50 metric tons of air freight a year, "and the air business is improving every year." Principal air exports are to the United States, with South America ranging in second place. Specialists in flower traffic. Gondrand ships tons of Italian blooms to Sweden, occasionally in planeload lots. The firm has 13 offices in Switzerland, with agencies in key cities of Europe and fewer points in North Africa, South America, and the United States.

In the U. S.

Swissair's principle of accelerating the pace of its own development in international air cargo through cooperation with the forwarding industry is not confined to the Eastern side of the Atlantic. Werner Seiler, United States cargo traffic and sales manager for the airline, who himself stems from the tight little world of freight forwarders, asserted that these middlemen give his organization 75% of its total business. The number of active cargo agents rose from 116 in 1954 to 164 in 1955.

William Butler, former cargo sales manager in the United States for Sabena, has been with Swissair for 2¼ years, holding down the increasingly vital post of cargo sales promotion supervisor. His opposite numbers are Gilbert Philiba, cargo traffic supervisor (ex-Air France and Philippine Air Lines), who came to the airline's United States headquarters four years ago; and Eugene Roessner, interline cargo sales manager, formerly associated with U. S. Airlines and KLM.

At Idlewild, Andrew J. Duncan and John H. Whiteside perform the tasks of cargo supervisor and assistant cargo supervisor, respectively.

Seiler is a personable young man with an easy-going nature interlaced with a fine sense of practicality. Zurich-born, he worked in the "Italian part of Switzerland," having got his earliest experience in international shipping at the important border transit point at Chiasso. Transferred by his firm in 1948, he resigned in 1952 to take over his present position with Swissair. A United States citizen now, he confesses to occasional bursts of homesickness. He has found the solution to this in his short-wave radio set over which he can listen to Switzerland's famous churchbells.

Rapid Growth

While hardly underestimating the competitive United States market, Seiler can justifiably point with pride to the accomplishments of his growing cargo department. First-half revenue of \$310,999.55 for the carriage of 409,735 pounds of Eastbound freight represent an increase of exactly 43% in both revenue and weight over the same period of 1955. During all of 1955 a total of 695,044 pounds of freight (\$512,490.42) was generated by the United States division, as against 269,218 pounds (\$305,582.92) the year before. Further indicating his organization's progress, Seiler said:

"In 1954 we did interline business with 15 air carriers. In 1955 it was 19. Our quota for last year had been set at 525,246 pounds. We went over it by nearly 170,000 pounds. New York and Philadelphia were greatly responsible for this. Los Angeles is coming up fast, too. The other areas are being built up.

"Take the carriage of light planes, for instance. That kind of traffic is growing fabulously for us. In 1954 we flew only two small planes as cargo, then last year we carried 21. And between January and June of 1956 we've already hauled 22 aircraft. Flugzeugshandels A. G. over in Zurich recently received its 25th Cessna via Swissair."

Top commodities out of the United States are machinery, textiles, and chemicals, in that order. Seiler stated. Of late, the Sunday DC-4 all-cargo flight—frequency will be increased to two-a-week in October—has been stowing two light planes in its hold. The average Eastbound load factor shuttles between 6,000 and 7,000 pounds, while Westbound it stays at planeload levels (10,000 to 12,000 pounds).

Seiler, who travels frequently like his counterparts in the airline industry, keeps his finger on the pulse of things through daily meetings with sales personnel. These sessions blow up into a weekly meeting with all components of the cargo department—sales, traffic, and airport representatives. Twice a year this is on a national scale. Butler, on the other hand, conducts regular clinics on customer relations.

Earlier this year Seiler conducted a series of cargo luncheons in New York which ran daily for three weeks. Kept small and intimate by design, Seiler

was able to utilize the means of these luncheons to bring over the message of a small airline with know-how. Did he find the device successful?

"Oh, yes," he said. "We were able to get across the point of our new service to the Middle East and India. It resulted in business. I would say that the cargo luncheons more than paid for themselves."

Thirty men form Swissair's cargo staff in this country. Ed LeBlanc, Vincent Concordia, Oscar Lohner, and William Randazzo supervise cargo activities in the respective areas of Cleve-

land, Philadelphia, Chicago, and the West Coast (headquarters, Los Angeles). Other offices, where cargo information is obtainable, are located in San Francisco and Toronto. New offices are slated to be opened soon in Atlanta and Washington, D. C.

The cargo department, in one of its periodic sales letters to customers and prospects, recently said:

"The rates are all the same. It's the service that's different."

That's what the Swiss airline has set about telling shippers in nearly every part of the world. • • •

CONGRATULATIONS

(Continued from Page 12)

Langsdorf appointed traffic manager of the Everett (Massachusetts) plant.

National Biscuit Company: Edmund A. Senghas promoted from manager of the Rate Division to assistant general traffic manager.

B. T. Babbitt, Inc.: Francis P. Ierardi succeeds Thomas P. Kenny who has retired as traffic and distribution manager.

Republic Steel Corporation: Lawrence J. Kuhn, district traffic representative at the Berger Division, elevated to district traffic manager for the Central Alloy District (Canton and Massillon, Ohio). He succeeds Frank J. Bailey who has retired. . . . Frederick W. Thomas, senior routing clerk, takes over Kuhn's vacated position.

Burnham Corporation: William V. McLaughlin moves up from assistant traffic manager to general traffic manager.

Greer Hydraulics, Inc.: Melvin Schoenberg named planning supervisor, administering material control, traffic, inventory, follow-up, scheduling, and planning of various workloads.

Consolidated Chemical Industries: George E. Strange, former assistant traffic manager of the Houston Port and Traffic Bureau, appointed assistant traffic manager of the company.

McLaurin-Jones Company: Edward F. Carlielli named general traffic manager.

Caterpillar Tractor Company: James T. Black appointed traffic manager of the new plant to be built in Aurora, Ill.

Chrysler Corporation: Wesley H. Hoffman named traffic manager-routing. . . . Raymond E. Johnson appointed traffic manager-operations. . . . Frank B. Wilson now traffic manager-passenger service.

Aircraft & Equipment

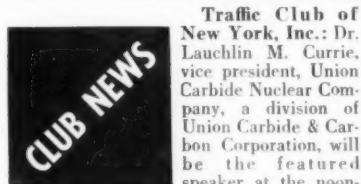
Douglas Aircraft: Donald W. Douglas receives the NDTA National Defense Transportation Award, his second honor in two months.

Weber Aircraft: Arnold Johnston upped to senior vice president, and Fred Godfrey to vice president.

Miscellaneous

Fibre Box Association: Olf N. Rye appointed vice chairman.

Manufacturing Chemists' Association: Charles H. Mayhood named official adviser to United Nations Committee on Transport of Dangerous Goods.



Traffic Club of New York, Inc.: Dr. Lauchlin M. Currie, vice president, Union Carbide Nuclear Company, a division of Union Carbide & Carbon Corporation, will be the featured speaker at the noon-day forum luncheon and business meeting, September 11, at the Hotel Commodore, New York. Dr. Currie's subject: *Atomic Energy and the Transportation Industry*. Luncheon tickets: \$6.00. . . . John F. Stone, United Consul General in Cape Town, addressed the club on August 14. His topic: *Report on South Africa*.

North Iowa Traffic Club: Election meeting is scheduled for September 13 at the Green Mill, Mason City, Iowa.

North Bay Women's Transportation Club: Installation of the recently formed club is set for September 8 at a luncheon in the Green Valley Country Club, Vallejo, California.

Women's Traffic Club of Philadelphia: Elected to serve for the ensuing term: Catherine A. Richmond (Traffic Club of Philadelphia), president; Adele A. Konelal (Frank H. Fleer Corporation), first vice president; Elaine M. Smith (Associated Transport, Inc.), second vice president; Ruth B. Young (Texas Freight Company, Inc.), recording secretary; Alberta Nass (Isbrandtsen, Inc.), corresponding secretary; May Odell (Curtis Bay Towing Company of Pennsylvania), treasurer. Board members: Olga W. Sidersky (Franklin Research Company), chairman; Angeline C. Paoletti (Universal Carloading & Distributing Company); Bette J. Bresel (Artco Corporation); Margaret Tobin (Lombard Brothers, Inc.); Ruth S. Fleming (Eastern Motor Express, Inc.).

Lawrence County Traffic Club of Pennsylvania: New officers of the club which is headquartered at New Castle: William Shaw (Railway Express Agency), president; Robert Kelly (Etna-Standard), vice-president; Gerald Halen (New Castle Express), treasurer; Arthur Walters (Lockley Machine Company), recording secretary; Gerald Mooney (Mooney Brothers Trucking Company), membership secretary. Newly elected members of the board: Robert Loudon (Keystone Lawrence Transfer); Carl Saeger (Pittsburgh & Lake Erie Railroad).

Women's Traffic Club of San Francisco: Luncheon and fashion show were held in the Sir Francis Drake Hotel, San Francisco, last month. Fourteen members of the club modeled latest fashions from

Benioff's. . . . Annual joint meeting with the Pacific Traffic Association was held August 14 at the Richelieu Hotel. Cocktails, dinner, entertainment, prizes underlined the theme: *A Parisian Influence and Atmosphere*.

Export Managers' Club of New Orleans: William S. App, well-known customs broker and freight forwarder, addressed the luncheon meeting last month. Subject: *The Advantages of Pooling LCL Import and Domestic Traffic from New Orleans in Consolidated Cars and Trucks*. . . . Permanent committee chairmen for 1956-57: Fred Wendt, Program; C. Shannon O'Neill, Membership; William J. Ford, Jr., Press Relations; Morris Mahler, Imports; Henry Collins, Trade Relations and Port Advisory; Sidney O. Grubbs, Jr., Parliamentarian; Robert H. Brown, Reception; Edmond J. Lion, Attendance; William A. Klien, Sr., Transportation; LeRoy A. Krennerich, Editor, *Foreign Trader*.

Importers Association of Chicago: Newly elected officers: Joseph Goldstone (Imperial Pearl Syndicate), reelected president; A. M. Strong (international business consultant), chairman of the board; Werner Ryser (Ryser Brothers, Inc.), first vice president; R. W. Bruce (American President Lines), second vice president; James Cuber (John Sexton & Company), treasurer; Carl B. Strom (Delta Line), secretary. Other directors: F. D. Bateman (Griswold & Bateman Warehouse); Andrew W. Brainerd (attorney); Philip V. Bright (P. V. Bright & Company); Paul W. Brown (Sears, Roebuck & Company); James B. Downing (James B. Downing & Company); Alexander Gurdemann (Marshall Field & Company); W. Harder (Ekco Products Company); Daniel F. Lyons (Illinois Central Railroad); C. L. McCormick (C. L. McCormick & Company); John T. Rossetti (Rossetti & Rossetti, Inc.); A. C. Tyre (American Express Company).



National Airlines' New Orleans-Houston route has been extended to provide single-carrier service between Miami and Houston via Tampa and New Orleans. Authorization is for a temporary period of three years.

Certificates of three local service carriers will be amended to improve service in the Erie-Detroit area. CAB would authorize (1) Allegheny Airlines to extend service to Erie, Pennsylvania; (2) Mohawk Airlines to operate from Buffalo to Detroit via Erie; and (3) Lake Central Airlines



The numbered paragraphs below correspond with the numbers appearing in the coupon in this department. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the coupon, fill in the required information, and mail it in. *Air Transportation* will do the rest of the job.

215 Here's a new 44-page steel strapping catalog containing constructive ideas to help speed packaging, lower handling costs and achieve safe shipment. Includes more than 65 drawings and photos showing practical, proven steel-strapping applications.

216 New idea booklet, on unitizing, showing in 50 practical applications how steel strapping is providing faster handling of products, savings in packaging materials, etc. All unitizing ideas included in the booklet are actual photos of field-tested applications.

217 Attractive folder devoted to a description of the new \$60 million Terminal City now under construction at New York International Airport.

218 4-page leaflet describing the new international air freight services of Emery Air Freight Corporation. Features an explanation of its particular services and includes a list of Emery's U. S. offices as well as a list of foreign agency cities.

219 Comprehensive catalog, fully illustrated, which shows how steel strapping aids industry in packing, shipping, and handling various types of materials. Includes specifications.

220 Sixteen-page booklet which shows how unitizing—the process of grouping individual packages or products into a single unit—saves handling costs for shippers. Accent is on the application of steel strapping.

221 Of particular interest to airlines is this four-page illustrated case history report of how an airline improved the handling of baggage for an increased volume of traffic.

222 Here's an extremely interesting eight-page brochure which tells *The Air Express Story*. It's an historical piece as well as a description of Air Express's services for shippers in every part of the United States, Alaska, Hawaii, Cuba, and certain Canadian points.

223 International air shippers will be interested in this cargo time table from New York to Switzerland only. Produced by Swissair, it involves the following points: New York, Gander, Shannon, Manchester, Frankfurt, Basle, Geneva and Zurich.

224 The latest issue of *Handling Materials Illustrated*, which features a number of interesting articles on the use of fork lift trucks. Top feature is a story on the safe handling of extremely lethal radioactive waste.

225 *How to Seal Corrugated Shipping Boxes*, a 24-page booklet which outlines procedures recommended to cut losses, reduce waste, and speed up and simplify sealing methods. Both hand and automatic sealing procedures are discussed including the application of adhesives, gummed and pressure-sensitive tape, stitches, staples, and steel bands. Excellent for shippers.

226 *You Are a Camera*, an attractive brochure, profusely illustrated, which dramatizes Pan American World Airways' international cargo services. Highlights the air shipment of a large variety of light and heavy freight.

227 Here's an excellent wall map of New York State which indicates the 272 landing facilities in the State. Includes municipal, private and commercial, military airports, seaplane bases, and heli-

New Items This Month

It is the policy of the editors to retain each Come 'n' Get It item for a period of three months.

The items added this month are numbers 248 to 257 inclusive.

ports. Also gives important data on each of the airports.

228 *Guide to Postmark Advertising*, an illustrated booklet which demonstrates how sales can be increased and understanding built through the "free" medium of postmark advertising. A valuable handbook for business executives.

229 Interested in chartering a helicopter? Ask for this brochure which details the new charter services of the successful helicopter airline, New York Airways. Services include the movement of emergency cargo shipments, executive transportation, etc.

230 Four-page illustrated brochure highlighting the 3,000-, 4,000-, and 5,000-pound Hyster lift trucks on pneumatic tires.

231 The importance and procedure of pre-testing corrugated boxes is discussed in the revised edition of *How to Test Corrugated Boxes*. Describes and illustrates various tests which assure ample product protection in corrugated packaging. Includes a quality check chart as well as information on existing carrier regulations as they apply to the shipment of corrugated-packaged products.

232 Descriptive brochure on Raymond Corp.'s new Walkie truck which features several innovations.

233 Domestic Tariff, CAB Nos. 3 and 8, of Airborne Freight Corp.

234 International Tariff, CAB Nos. 9, 10 and 11, of Airborne Freight Corp.

235 Memo Tariff—Domestic and International, of Airborne Freight Corp.

236 *Handle with Love*, an interesting brochure which outlines how Seaboard & Western Airlines handles transatlantic shipments of live animals.

237 *What VIC Means to You*, another Seaboard & Western brochure, this one describing its regularly scheduled all-cargo service from the United States to Europe and beyond.

238 Information on a new hydraulic powered heavy-duty flat steel strapping combination sealer and stretcher with built-in waste cut-off shear. Used for tying bulky and heavy items.

239 *How to Stack and Load Corrugated Shipping Boxes*, containing nine basic rules for efficient stacking and loading. Detailed illustrations describe effective methods.

240 TWA's condensed Memorandum Tariff, containing general and typical specific commodity rates from New York-Newark to Europe, Asia, and Africa.

241 Newly revised chart designed by Air Express International, showing 30,000 rate comparisons for 115 different world destinations. Includes pickup, cartage, documentation charges.

242 Fully detailed Cargo Memo Tariff No. 2 of Swissair. Features all information required by shippers, including general and specific commodity rates, interline, routing chart, documentation, etc.

243 *Just How Modern Is Your Business?*—an unusually interesting 14-page booklet describing the modern method of getting out your company's mail.

244 Towmotor's newest brochure which describes power steering of fork lift trucks.

245 New brochure commemorating Elwell Parker's fiftieth year of industrial truck production.

246 Catalog outlining a line of dispensing machines for gummed kraft, reinforced, cellophane, and pressure-sensitive tapes.

247 Pan American World Airways' expanded Currency Converter, featuring easy-to-read tables translating the currencies of 21 countries.

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220	221	222	223	224	225	226	227	228	229	230
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242	243	244	245	246	247	248	249	250	251	252
253	254	255	256	257	■	■	■	■	■	■

248 Information on a new adhesive felt tape which has been treated to provide additional strength. Reported to have excellent cushioning power.

249 Eight-page bulletin detailing the Parquhar line of wheel and roller type gravity conveyors.

250 Newest edition of the 48-page *Packaging and Carloading Guide* which should be valuable to all types of shippers.

251 *Airlines*, a 32-page publication which provides important background on various U. S. scheduled air carriers. Special section devoted to air cargo. Produced by an investment securities firm.

252 Memo Tariff of TAN Airlines, including air cargo rates, charges, and general information on the carrier's service to Latin America.

253 Catalog detailing 50 materials handling educational and training films which are available free of charge. Subjects cover batteries and battery, cranes, fork lift trucks, hand lift trucks, truck attachments, materials handling in specific industries, materials handling fundamentals, mechanical handling of specific products, safety, and steel strapping applications.

254 Thirty-two page booklet describing Towmotor's new Pace-Maker series of fork lift trucks.

255 New booklet which shows how a manufacturer's product can effect material economies and wrapping and packing efficiencies. Product is used to convert used corrugated into wrapping and packing materials.

256 *Clarklift Features*, a new 16-page brochure which provides construction details, operating characteristics, and maintenance features of Clark fork trucks.

257 Literature describing manufacturer's line of single-stroke hand lift trucks.

CAB

(Continued from Page 31)

to extend service beyond Youngstown, Ohio to Erie. All services would be for a temporary period of five years.

Examiner William J. Madden has recommended that TWA's local route between Cincinnati and Detroit be transferred to Delta Air Lines. Final decision by the CAB is not expected before the Fall.

General Robert J. Smith's interlocking relationship as a member of the board of Continental Air Lines and president of Slick Airways has been approved by the CAB. Approval is effective until next April.

C. L. Stewart, assistant vice president of Northwest Airlines, recently told a CAB hearing examiner that it must have permanent operating authority on its Seattle-Tokyo route if the carrier is to acquire jet transports. He said that NWA would require a minimum of six and a maximum of eight jets, these an investment of from \$56 million to \$68 million. The Board recommended permanent authority in 1954. A year later President Eisenhower approved only an extension of the airline's temporary authority by seven years. The President's action was on the basis of NWA's being on a subsidy level. The case was reopened when the airline's transpacific operations became subsidy-free. Pan American World Airways is opposing permanent authority over the Great Circle route.

The Senate recently passed a bill



Smith

which limits the President's power to override CAB findings in international route cases. The President would be limited to overruling the Board for reasons of national defense or foreign policy. The State Department opposed the measure.

The CAB will determine whether or not the nation's capital is receiving adequate service through Washington National Airport, with an eye toward determining whether or not the public convenience and necessity requires the Board to authorize air service to Washington through Baltimore's Friendship Airport. The Board announced that it would be "glad to entertain applications from airlines now serving Washington who would be willing to schedule flights in Friendship Airport." Domestic carriers currently serving Washington are: Allegheny, American, Atlantic (Aaxico), Braniff, Capital, Delta, Eastern, National, Northwest, Piedmont, Riddle, Slick, TWA, and United.



new enquiry of a serious nature was reported." Bill Clark, manager of Dyson Air Freight, put it this way:

"To say that the international air cargo charter market is in the doldrums, at the time of writing, would be the overstatement of the year. Enquiries practically do not exist. Of approximately 20 international air carriers regularly reporting to this agency, only two had cargo charters to report for the past 30-day period. One was a plane-load to Finland, and the other a plane-load to Afghanistan." Clark explains that 90% of the transatlantic and transpacific charters flown at this time are still of an emergency nature. He asserts that "the exporter is sitting in the driver's seat these days," and probably will be there for the next 30 to 60 days. Aircraft with capacities of from 11,000 to 17,000 pounds are available at attractive rates, he says.



Air Express International: AEI recently revealed that two of its stations, New Orleans and Newark, flew a total of a million baby chicks to destinations in every part of the world. Eighty percent of this traffic originated at the Louisiana Hatchery, and was handled by AEI's New Orleans station. Newark shipments came from the Earl W. Garrison Hatchery.

Air Express Forwarding Service: A 9,625-pound shipment of Cinerama equipment consigned to Cerveceria Polar, C. A., Caracas, formed the company's 100,000th shipment. Said Mabel Lee Young: "We think this represents quite an achievement in an industry as young as air shipping, which we entered September 1, 1944."

Hudson Shipping Company, Inc.: Walter J. Mercer, president, who also serves as chairman of the board of the Customs Brokers & Forwarders Association of America, Inc., last month flew via TWA to the Middle East on an assignment for the United States Government. Serving as

trade advisor at the Damascus World Fair in Syria (September 1-30), Mercer will represent the Bureau of Foreign Commerce, United States Department of Commerce. The prominent forwarding executive stated that he will make a tour of the Middle East and confer with trade groups in each of the countries prior to the opening of the Fair. He intends discussing United States tariffs, food and drug regulations, plant quarantine regulations, and import quotas.

Hans Im Obersteg & Company: General agency agreement with Seaboard & Western Airlines for Switzerland has been terminated. Functions formerly performed by the Swiss forwarding company have been taken over by the airline.



United Air Lines reports that during the January-June period, it hauled 350 tons of birds, beasts and insects. Included were almost five tons of fishing worms. At the head of the list in tonnage were cats and dogs. Chicks, lobsters, turkey poult, and tropical fish followed. About 500 pounds of insects—mostly bees and ladybugs—were flown to farmers and gardeners who use them to combat aphids and pests of a similar nature. Other animals flown were minks, monkeys, cheetahs, falcons, frogs, pumas, parakeets, ponies, an Irish racehorse, Javanese sparrows, goats, baby gorillas, and lion and tiger cubs.



United Air Lines has signed interline traffic agreements with Braathens South American and Far East Airtransport (Norway), Union of Burma Airways (Mandalay and other Far East points), and Cambrian Air Services (England, Wales, and France). Under the pact, freight can move on a single waybill between points served by United and the foreign carriers. United now has inked a total of 150 interline agreements with carriers in every part of the world.

American Airlines and Pacific Transport Lines of San Francisco have established an air-sea shipping service designed to speed United States imports from the Orient, Philippines, and Hawaii. Under the terms of the agreement, cargo may be transferred from PTL vessels to AA aircraft for transshipment. One bill of lading is required.

U. S. Airlines



American: First half of 1956 shows net earnings of \$9,739,000, exclusive of profit on sale of aircraft \$932,000. AA carried 31,914,000 ton-miles of freight—an increase of 1.6% over the January-June, 1955 period.

Braniff: Earnings of \$1,006,100 net after taxes (55¢ per share) are reported for the first half of the year. This is an increase of 43½% over the same period a year ago.

Continental: Net profit for the first half is \$493,218 (\$1.04 per share), 212% higher than the net in last year's first half. Freight revenue (\$212,830) was 13% higher; express revenue (\$71,914) 16% higher.

Delta: Net income after taxes for the first half, including a profit of \$1,309,000 after taxes on equipment sales, is \$4,678,000 (\$4.70 per share). Total for the similar half in 1955 was \$2,166,025. Delta flew 28,200,215 pounds of freight and 13,849,794 pounds of express. Freight pound-miles (15.2 billion) rose 8.78%; express pound-miles (5.735 billion) increased 14.66%.

Meteor: In the second quarter of 1956, the contract and charter line flew 2,060,320 ton-miles, as compared with 646,071 ton-miles in the same quarter of 1955. Included in the latest total are 1,084,652 ton-miles flown by the newly organized North Atlantic Division, expressed in February to haul transatlantic freight for MATS.

Panagra: Air cargo shipments during the first six months of 1956 increased 45% over the first half of 1955.

Slick: First half report shows a net income of \$406,000 (48¢ per share), after taxes. Gross freight revenues were \$10,143,000 as compared with \$4,664,000 in the January-June, 1955 period. Common carrier freight ton-miles reached 19,893,000, representing a 13% increase over the total for last year's first half. Military, contract and charter operations produced a traffic increase of 440%. All-time record was set in May when Slick chalked up 4,482,000 ton-miles. Another record was set in June when the all-cargo line completed 99% of total scheduled miles.

TWA: First half showed a net loss of \$5,396,000, as compared with last year's first-half profit of \$1,334,000.

United: Total of 2,954,000 freight ton-miles was flown in July, representing an increase of 17% over the total in July, 1955. Express, with 894,000 ton-miles registered, dropped 1%.

Western: Net income for the first six months was a record \$1,119,248 (\$1.50), as compared with earnings of \$751,819 (\$1.01 per share) for the same period last year.

Foreign Airlines

KLM: Preliminary report states that freight sales in the United States increased 27.6% during the first half. Passenger sales rose 12.7%.

Swissair: Total of 10,611,542 pounds of freight hauled during the first half of the entire network represented an increase of 33%. Passenger increase was 25%. Freight ton-miles flown was \$3,349,918, as against 2,347,016 in January-June, 1955. North Atlantic freight traffic was the most spectacular, with an increase of 66%.

AIR CARGO TRAFFIC

Man with air cargo traffic experience seeks position with airline. Eight years in cargo traffic with domestic and international air carriers. Excellent references. **Contact: Box C, Air Transportation 10 Bridge Street, New York 4, N. Y.**

COMMERCIAL AIRCRAFT

Touted as "the world's biggest, fastest, quietest, and most economical jet-prop passenger airliner," Bristol Aircraft's "whispering giant," the *Britannia*, gave America its first look last month. The *Britannia* develops a cruising speed of 400 miles an hour. Maximum payload is 28,000 pounds. It will carry 75 passengers in first-class arrangement and up to 132 as a coach airliner.

BOAC, one of three airlines to have ordered the *Britannia* thus far, will receive its first plane in February for North Atlantic operation. After a crew-familiarization period, the ship will go into scheduled service in May. Early next month, BOAC will place the *Britannia* on its London-South Africa run, following it up a few weeks later with the addition of a similar service between London and Australia. The other airlines which have placed firm orders for the *Britannia* are El Al and Canadian Pacific.

It is understood that several years from now an advanced model of the plane, capable of flying at 500-mile-an-hour speeds, will be introduced.

At a press conference in New York, Peter G. Masfield, Bristol's managing director, revealed that the *Britannia* flew nonstop from London to Montreal in 10:54 hours against a 40-mile headwind. It made the Montreal-New York leg in exactly an hour. Masfield claimed for the plane "the lowest operating costs of any plane of the *Britannia's* size"—\$2.00 per mile. The operating cost is about the same for short as for long distances, he said.

The big plane, which cost \$3½ million including spares, was described by Masfield as having "the quietest noise level of any four-engine plane in the world." He stated that Swedish experts showed it to be 10% quieter than the two-engine DC-3 flying at the same altitude. It is 50% quieter than the DC-7 measured at exterior, the Bristol executive declared.

"It flies like an old gentleman's airplane, which is what you want for air transport," he said.

The plane flown to America was the tenth off the production line, Masfield indicated. It can operate out of existing airports in any part of the world. Range of the first version is 4,000 miles; second version, 6,000 miles. Airline prospects are being offered guaranteed next-year delivery. On a two-week demonstration tour of the United States and Canada, the *Britannia* will be seen in San Diego, Los Angeles, San Francisco, Denver, Chicago, Miami, Washington, Vancouver, Ottawa, and Montreal.

Masfield told *Air Transportation* that a cargo version is being made for the military. Ten have been ordered by the RAF. Its extra-wide fuselage makes it readily adaptable to cargo, he pointed out.

Flying from Moscow, a Soviet 50-passenger TU-104 jet airliner covered the 3,597 miles to Peiping in 9:16 hours flying time—about half the regularly scheduled time. Intermediate stops were made at Omsk and Irkutsk.

Bought: Convair reports the sale of 25 more Model 440 *Metropolitans*—five more to Scandinavian Airlines System, which will bring its *Metropolitan* fleet to 16; three to Eastern Air Lines, for a total of 15; three to Swissair, for a total of 11; three to Delta Air Lines, for a total of eight; one to Aero O/Y, for a total of two; one

to Jugoslovenski Aero Transport; two to Lufthansa; two to Air Carrier Service Corporation (which will be put into scheduled service in Japan by an undisclosed airline); and five to three corporate customers in the United States. . . . The General Tire & Rubber Company has become the first corporation to buy the executive version of the Fairchild F-27, twin-propjet, pressurized transport. Delivery is scheduled for early in 1958.

Received: SAS has received the first two of its 14 ordered Douglas *Seven Seas*. The first DC-7C is scheduled to start in North Atlantic service September 7; the second, on the transpolar route, beginning October 7. . . . Lufthansa has taken delivery of its eighth and last Lockheed *Super-G Constellation*.

Leo A. Carter, vice president-general manager, Douglas Aircraft Company, revealed that the company has delivered its 700th in the DC-6/DC-7 type airliners, representing more than \$750 billion. Backlog totals 294 more of these planes, amounting to sales of \$500 billion.

AIR EXPORTS

(Continued from Page 6)

James Glod, American; Randall T. Holden, Japan; Thomas R. Nolan, Northwest; John A. Paine, Pan American; Anker Palvig, SAS; Count Papenheim, Lufthansa; Norman J. Phillion, ATA; Robert Ramspeck, Eastern; Joseph A. Reilly, Transocean; Werner Seiler, Swissair; Jose Sole, Iberia; W. A. C. Steuart, Trans-Canada; John H. Sullivan, Braniff; D. Williams, BOAC.

Riddle, Pan American Join Air Cargo, Inc.

WASHINGTON, D. C.—Emery F. Johnson, president of Air Cargo, Inc., ground service organization for the scheduled airlines of the United States, reported that Riddle Airlines and Pan American World Airways have become members. The addition of the two brings ACI's airline membership to 31.

Pickup and delivery service is now being furnished to Riddle which operates all-cargo service between Chicago, Detroit, New York, Miami, and Puerto Rico. Pan Am will be serviced at its points of entry in the United States.

New Pickup and Delivery Service in Chicago Area

CHICAGO—One hundred and twenty-nine communities within a 50-mile radius of Chicago are being given a new daily air cargo pickup and delivery service participated in by 11 scheduled foreign and domestic airlines. This service, operated by a fleet of 15 trucks of General Parcel Delivery, supplements the airlines' pickups and deliveries in the Chicago metropolitan area by the Willett Company.

Same-day pickups will be made if the shipper contacts the airline before 2 p.m. Rates: \$1.10 per 100 pounds. Minimum charge: \$2.20 per shipment.

Participating airlines are Air France, American, Braniff, Capital, Delta, Eastern, Northwest, Ozark, Trans-Canada TWA, and United.

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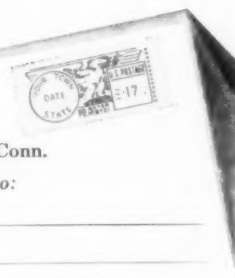
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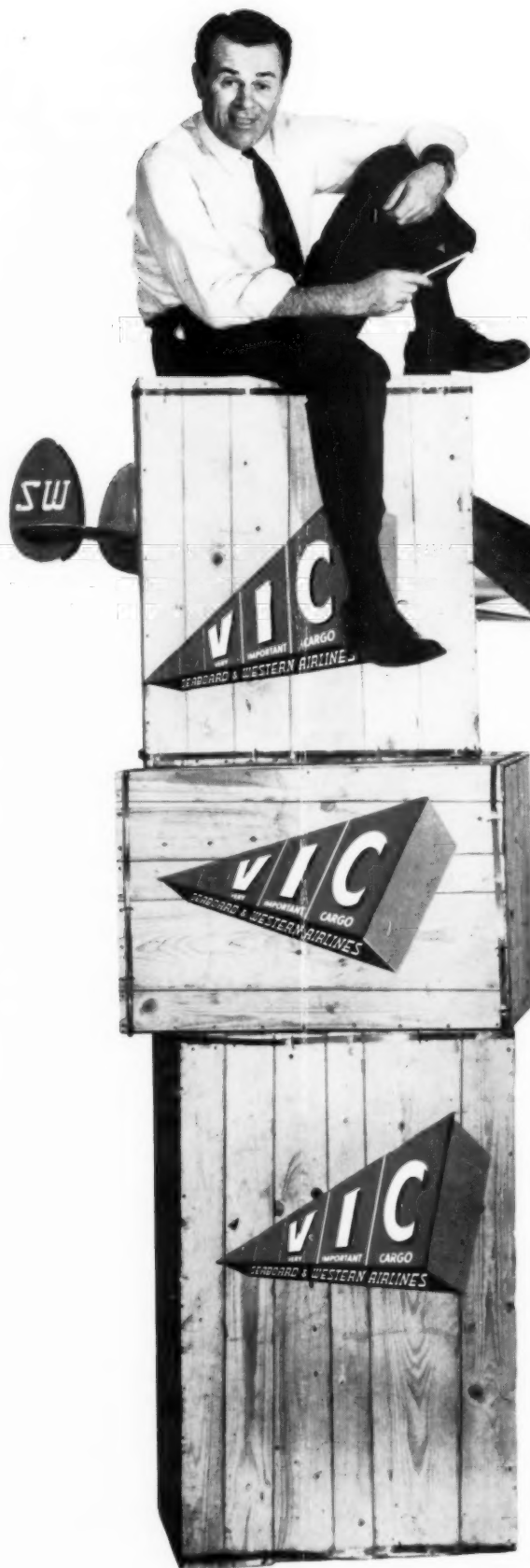
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